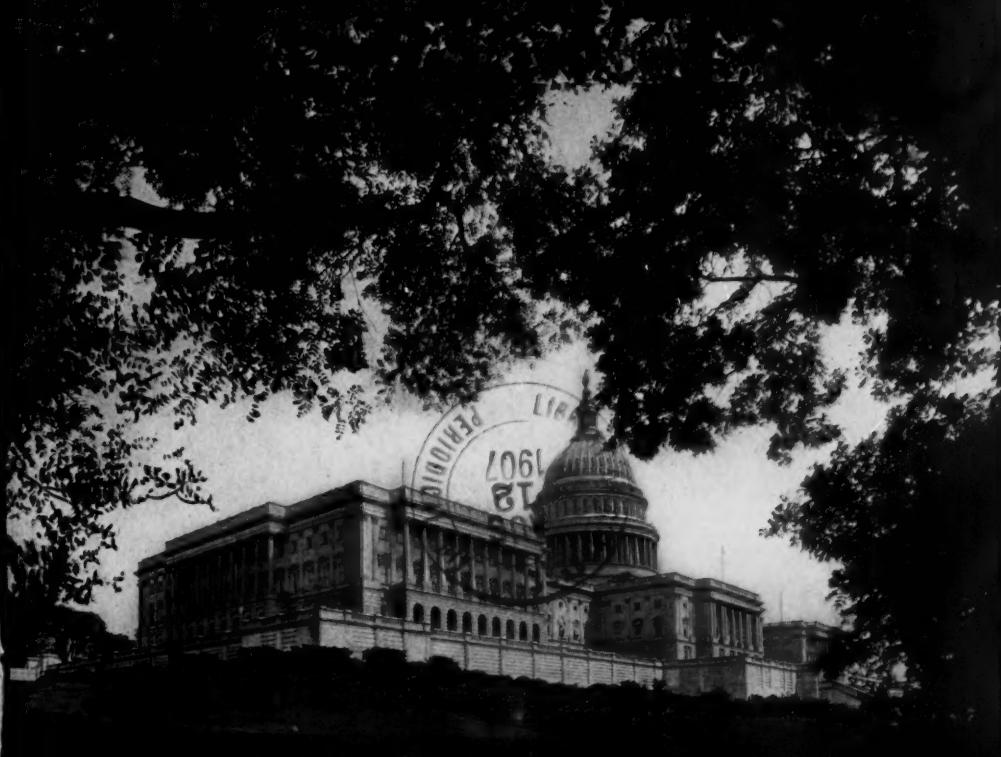


VOL. 1. NO. 5

MAY, 1907

TEN CENTS PER COPY

SELLING ELECTRICITY



CONVENTION NUMBER

May 1907

Especially devoted to

THE NEW BUSINESS DAY

Published Monthly by the C. W. LEE CO., 54 Clinton Street, Newark, N. J.

UP IN THE AIR



An ordinary lamp is all right for the man who wants light on his side wall and ceiling. It is all right if one wants the minimum useful light at the maximum consumption of current. It is all right if you don't know and don't care whether you sell LIGHT or ILLUMINATION.



DOWN TO EARTH

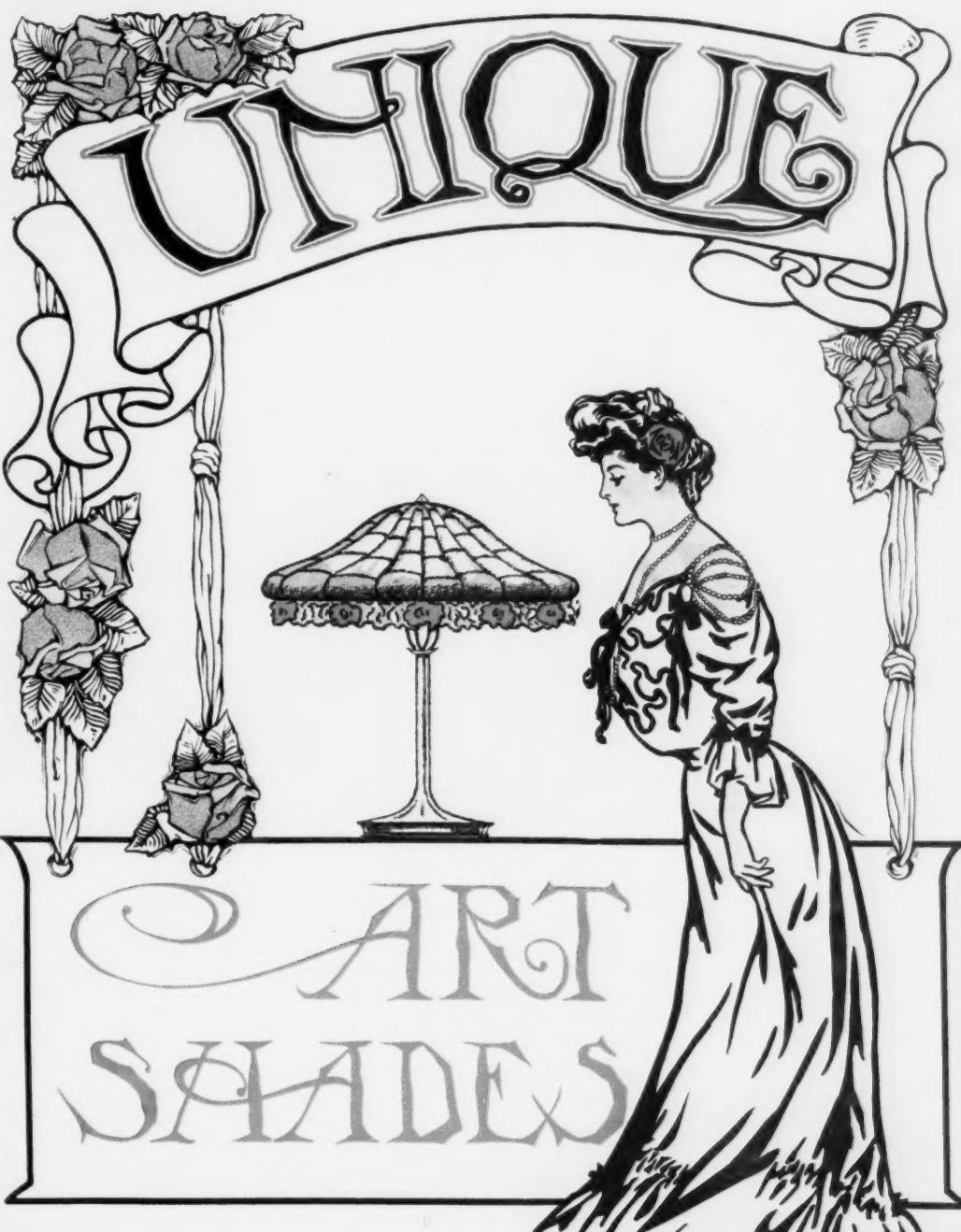


If you want to give your customers the lamp which THROWS the GREATEST AMOUNT OF LIGHT DOWNWARD; if you want to sell ILLUMINATION instead of LIGHT or kilowatts; if you want to save renewal expense and give your customers satisfaction, then you surely want the

SHELBY 45 Watt Useful Light **LAMPS**

MADE BY THE
SHELBY ELECTRIC COMPANY
SHELBY OHIO, U. S. A.





UNIQUE ART GLASS &
METAL CO. BROOKLYN



UNIQUE ART GLASS & METAL CO., Brooklyn



HE attention of the Electrical Trade is called to the products of the Unique Art Glass & Metal Company of Brooklyn, New York.

We are America's pioneer manufacturers of art glass domes and shades from opalescent glasses. More than fifteen years ago we introduced the art of moulding and designing this beautiful colored glass on this side of the Atlantic. Since that time our business has steadily grown and prospered until today it is the largest of its kind as well as the oldest in the country.

The line of domes and portable shades we have to offer the Central Station Man, the jobber and the retailer of electric appliances is the largest, the most varied, and we believe the most beautiful, that has ever been put on the market. The shades we carry in our regular stock offer a wide range of styles and designs to select from—all distinct creations both as regards coloring, treatment and outline. They can be furnished in any color or tint to suit the purchaser. We also make a great many shades from special designs furnished by our customers.

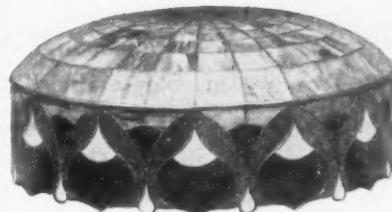
It has taken a great many years to gather a force of employes trained to the special and exacting kind of work called for in the manufacture of domes, shades and vases from Unique Art Glass. Such a force cannot be created even now in one year or two. When we started we had to take inexperienced men and women and develope them into skilled artisans. But with such a staff of employes as we have today we know that there is no concern in America, probably none other in the world, that can compete with the Unique Art Glass & Metal Company.

2038 *Hanging Fixture for the Dining Room.* Leaded mosaic with a beautiful rose design. Top of opalescent glass, plain, with rose skirt in color to suit purchaser. Shade has a diameter of 24 inches. This is a very beautiful design indeed, and will attract much favorable notice in the display room.



2027

2027 *Electric Portable Shade.* Diameter eighteen and one-half inches. Panel mosaic top, Gothic skirt. Particularly in keeping with rooms furnished in the "Mission" style, and therefore a very popular, quick-selling model.



1797

1797 *Electric Portable Shade.* Eighteen inches in diameter. Combination Egyptian design with block top of squares of opalescent glass. Made in any color to suit the taste of the purchaser. Our catalogue in colors will suggest many charming color combinations.



2000

2000 *Electric Portable Shade.* Made of combination of Imperial Iridescent Glass and opalescent glass. Unusually distinctive and handsome creation. Diameter seventeen and one-half inches.



2031

2031 *Wild Rose Portable Shade.* Eighteen and one half inches in diameter. Panel mosaic top. This is one of our most popular designs. It is rich yet not expensive and is an excellent design to carry in stock as it sells readily.

OUR latest catalogue is almost as great a work of art as the line of shades and domes it illustrates. Each shade is illustrated from a colored photograph. The plates, art work and press work on the book have cost us several thousand dollars. But we feel that the money has been profitably expended because with such a book before him a customer can select exactly what he wants as easily and as satisfactorily as in the salesroom of our factory.

Nothing in recent years has won more popular favor than the electric portable lamp. Despite the wide sale they have attained, the field for them has only begun to be developed. They are destined to be a necessary feature of every home in America. In your display room or the office of your lighting company, a well selected line of our shades and standards will attract more interest and attention than anything else you have ever tried. Their exceptional beauty in color and design will create the desire of possession in the heart of every woman who sees them. What is more, **WE KNOW THAT THEY WILL SELL.** Our faith in the selling power of **UNIQUE ART GLASS** portables leads us to offer to send you a highly expensive catalogue. **FILL OUT THE COUPON BELOW.**

Write Today

FOR OUR

Book on Portable Shades

TEAR OFF ON THIS LINE

Unique Art Glass & Metal Co.

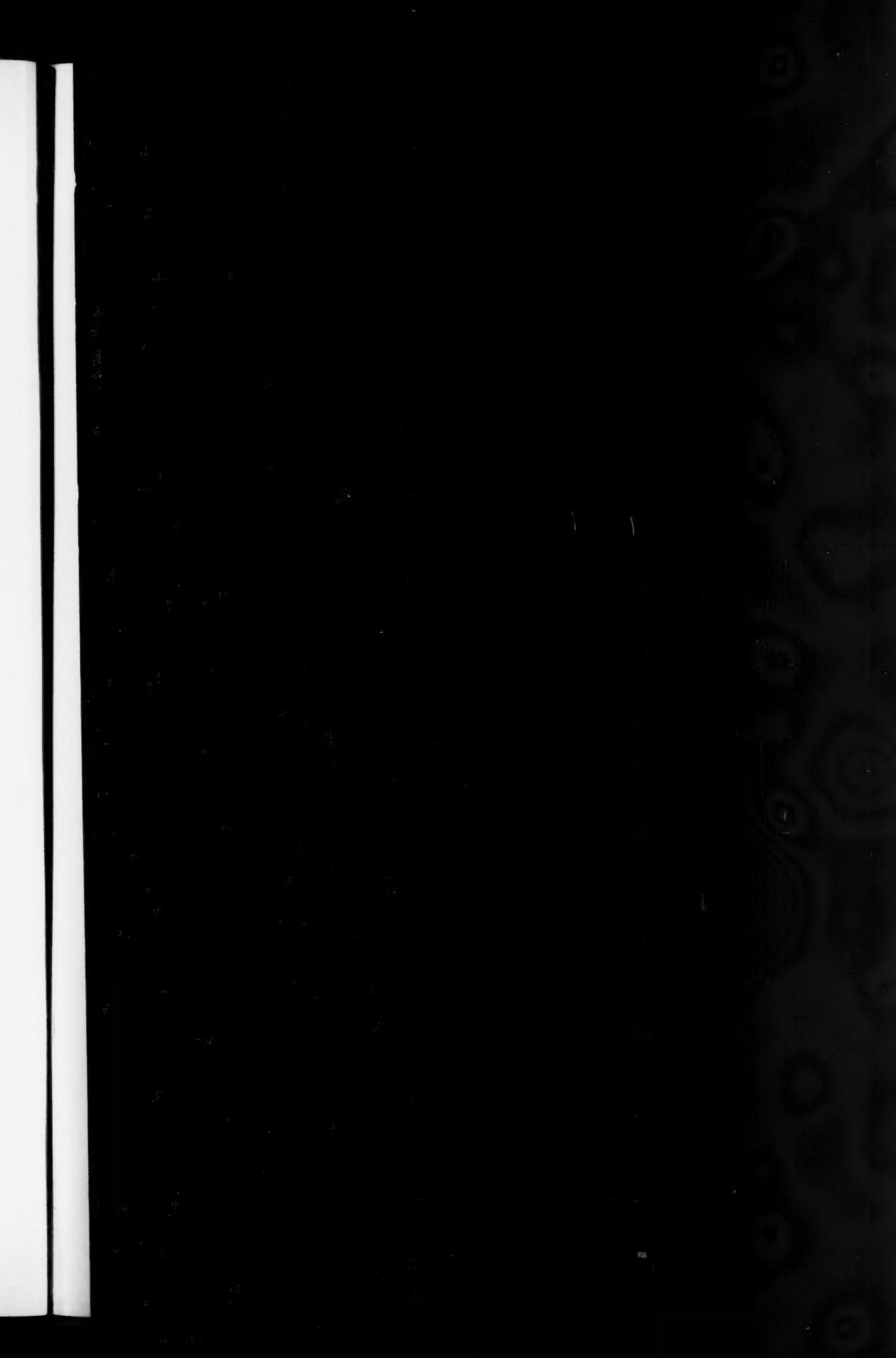
Brooklyn, N. Y.

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Company

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SELLING ELECTRICITY ADVERTISERS.

THE FREE PROPOSITION
IS A
GOLD MINE
For Central Stations
IF
FEDERAL
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Are Used

A central station manager writes us that he paid
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current. You can do the same. We'll tell you how.

Federal Electric Company

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317 W. 42d St., New York.

In writing to advertisers, mention "Selling Electricity."

SELLING ELECTRICITY ADVERTISERS.

MEN WANTED TO SELL ELECTRICITY

We have ten good positions with electric light and power companies that we wish to fill by July 1

If you are a successful business getter and are looking for a position, write us for further information

The Electric Solicitors' Exchange serves both the lighting and power company, and the capable employe who is looking for the right kind of an opportunity to turn his ability as a solicitor or commercial agent into more salary :: :: :: ::

The
Electric Solicitors' Exchange
54-56 Clinton Street, Newark, N. J.

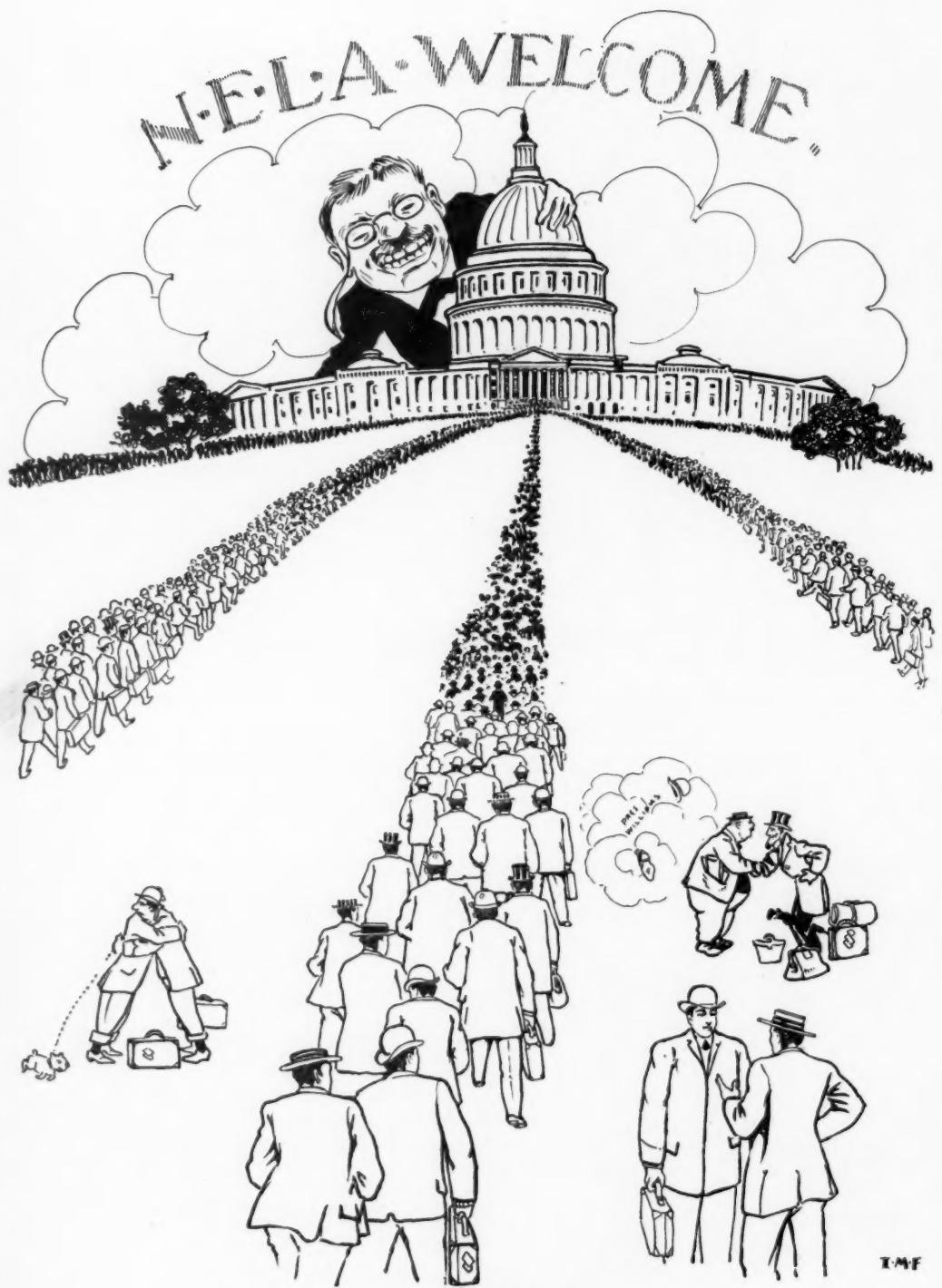
In writing to advertisers, mention "Selling Electricity."

SELLING ELECTRICITY

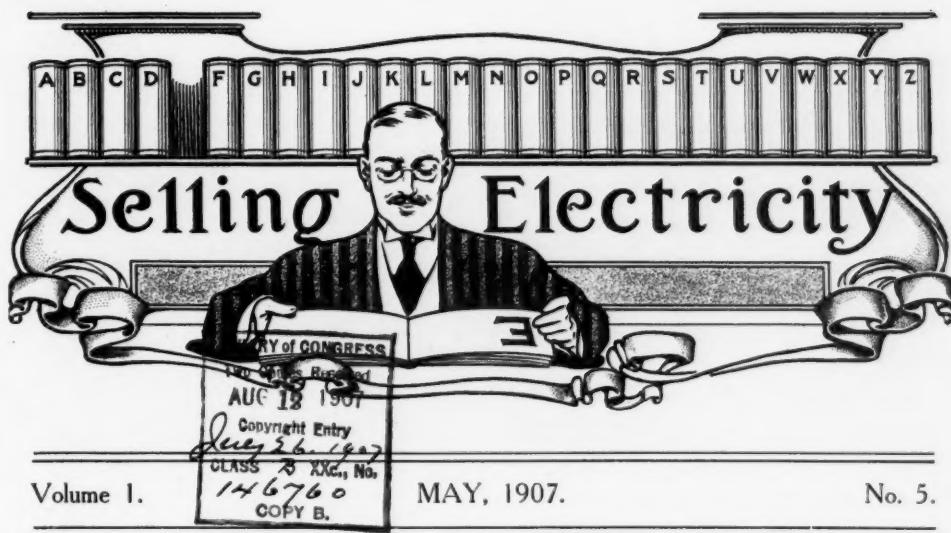
A Magazine of Business Getting for Central Stations and Electrical Men Generally

FOR MAY, 1907

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Teddy : "Look Who's Here!"



THE NEW BUSINESS DAY

Business Getting for Central Stations to be the Subject under discussion Friday, the Biggest Day at the Big National Electric Light Association Convention—Mr. J. Robert Crouse's Program Includes 30 Talks by the Most Successful Business Getters in the Field—Mr. W. W. Freeman, Chairman of the Commercial Session—Other Live Features of the Feature Day of the Convention.

THE Thirtieth Annual Convention of the National Electric Light Association, which will be held at Washington, June 4, 5, 6 and 7, will be the greatest in the history of the central station industry.

The "New Business Day" of the Thirtieth Convention will be the greatest day of this greatest Convention.

Friday, June 7th, has been set aside solely for the consideration of commercial and new business problems. Thirty papers and four reports, exclusive of the introductory addresses and discussions, will be included in the program. Cities of a million

population and hamlets of a thousand will receive attention. Every phase of the new business problem susceptible to presentation and discussion will be covered, and by men whose records as business getters stamp their utterance as authoritative. So well balanced is the program, so broad and complete the manner in which new business subjects will be considered that every lighting manager, every contract agent, every solicitor in the country will find somewhere in the day's proceedings a paper bearing directly and specifically upon the very problems in which he is individually interested, and which he is endeavoring to solve.

The day's program is the handiwork of Mr. J. Robert Crouse, of the Co-Operative Electrical Development Association, who was appointed by President Williams to assist in handling this part of the Convention work. Mr. Crouse's appointment was most happy. As the active head of the Co-operative Electrical Development Association he is probably the best-informed man in the electrical industries in matters of central station commercialism. His work and investigations of the past two years have made him thoroughly conversant with the ways and means employed by hundreds of lighting companies to up-build business, and his wide acquaintance with both men and conditions

has enabled him to prepare a most comprehensive program, and to secure as contributors to the day's success, the men most qualified by experience to discuss successful methods of selling electricity.

President Williams' next inspiration was in the appointment of Mr. W. W. Freeman, Vice President and General Manager of the Brooklyn Edison Company, to the position of Chairman of Commercial Session. This appointment places the active supervision of the day's program upon the shoulders of one thoroughly qualified to run the meetings with tact and judgment—one who will infuse life and snap into the sessions and keep Father Time on the jump from the first tap of the gavel.

COMMERCIAL OR NEW BUSINESS DAY PROGRAM

Program of Meetings.

Introduction of Mr. W. W. Freeman as Chairman of Commercial Sessions.—*President Williams.*

Scope and Character of Papers and Discussion.—*W. W. Freeman.*

The Commercial Field.

Co-operative Commercialism in the Electric Field.—*J. Robert Crouse.*
Report of National Electric Light Association Co-operating Committee. (To be read by some member of the committee designated by the chairman.) Possibilities of Commercial Development.—*Henry L. Doherty.*

How to Keep it.—*F. M. Tait.*
New Business Results Demonstrated in Cities of All Sizes.—*J. E. Montague, Reporter.*

Discussion.

Questions of Policy.

Sales Policy in Combination Gas and Electric Companies.—*F. A. Willard.*

The Electrical Jobbers and Dealers Co-operation in Business Getting.—*R. V. Scudder.*

Co-operation of the Electrical Trade

Papers in Business Getting.—*F. W. Loomis, Reporter.*

Discussion.

Wiring.

How to Get the Old Buildings Wired.—*F. H. Golding.*

How to get the New Buildings Wired.—*J. Sheldon Cartwright.*

Co-Operation of the Electric Contractor in the Wiring of Buildings.—*J. R. Strong, Pres. National Elec. Contractors Asso.*

Discussion.

The Solicitor

Sizing up the Territory—Preparing the Lists of Prospective Customers.

—*George Williams.*

Qualifications of Solicitors for Different Classes of Business.—*F. W. Frueauff.*

How to Measure Results and Pay Solicitor.—*Leon H. Scherck.*

Increasing the Efficiency of the Sales Force.—*J. D. Kenyon.*

Value and Use of Solicitors Handbook.—*R. S. Hale.*

Discussion.

Adjournment for Luncheon.

Advertising

A Balanced Advertising Program.

—*Ralph Richardson.*

Advertising Results Demonstrated in Cities of All Sizes.—*E. S. Marlow,*
(20 cities) *Reporter.*

How to Make the Most of Newspaper Advertising.—*A. D. Mackie.*

Measuring the Results of the Advertising.—*M. S. Seelman, Jr.*

Value of the Service of the Advertising Agency or Specialist.

—*Lawrence Manning.*

Display Room and Demonstration as Business Getters.—*E. R. Davenport.*

New Business by Indirect Methods.

—*L. D. Mathes.*

Discussion.

Light.

Illuminating Engineering as an Aid to Securing and Retaining Business.

—*C. F. Oehlmann.*

Methods of Securing Residential Business.—*R. W. Hemphill.*

At first glance the program as here set forth is so thorough—so absolutely complete—as to be somewhat staggering. But the arrangements of Mr. Crouse have provided against over-loading the sessions, despite the great amount of ground which will be covered. It is proposed, in all cases where the reading of the papers will occupy more than a few minutes, to present on the Convention floor only a short abstract, sufficient for purposes of discussion, the complete papers being printed and distributed as heretofore.

This is a most practical arrangement. It is something of a test upon most men's patience to be compelled to sit through the reading of a paper, a copy of which they hold in their hands.

The new plan not only results in a more lively and interesting meeting, but calls for a greater amount of impromptu discussion, which, is, after all, what we get together for. It is the discussion—the exchange of ideas

Co-operative Lighting of Streets by Merchants.—*H. J. Gille.*

Methods of Securing Sign, Window and Outline Lighting.—*Homer Honeywell.*

Discussion.

Power.

Methods of securing Power Business.—*Geo. N. Tidd.*

Catering to Power for Automobile Charging.—*R. W. Rollins.*

Establishing Day Circuits in Towns of 10,000 Population and Under.—*F. H. Plaice.*

Discussion.

Heating.

Methods of Exploiting Electric Heating Devices.—*T. K. Jackson.*

Discussion.

Review of Advertising (Illustrated with Stereopticon Slides).—*C. W. Lee.*

—the bringing out of personal experience in addition to formal presentation of papers, that makes the National Conventions of such great value. By the plan adopted, it is certain that there will be more discussion this year than ever before.

* * * *

As to the men who are on the program—every one of them has a record.

From Mr. Henry L. Doherty, the dean of the commercial movement, whose interests extend from one end of the country to the other, to Mr. J. F. Plaice, whose sales record of 8.50 *per capita* in a town of 1,318 population has brought him into the lime-light as one of the biggest little men in the electrical field—all who appear on this program are, in vaudeville parlance, "headliners."

Mr. Doherty's lieutenants, Mr. Frank Frueauff of Denver and Mr. Geo. Williams of everywhere, are well known, having been before previous conventions.

Of F. M. Tait, General Manager of the Dayton (Ohio) Lighting Company, it is interesting to state that his Company increased its customers and meters 100 per cent. in 1905 and 200 per cent. in 1906, the peak increase for 1906 being only 25 per cent. That is, in the phase of the street, "going some." Mr. Tait's assistant, Mr. F. H. Golding, is also on the program.

Mr. Homer Honeywell's paper on sign, window and outline lighting will doubtless follow the lines of his paper before the Northwestern Electrical Association in Chicago last January, although treating the subject more fully and specifically. It will be recalled that some 8,500 four cp. lamps were on the circuits of the Lincoln Gas & Electric Company for sign, outline and sidewalk show cases when Mr. Honeywell reported at Chicago, besides 900 16-cp. lamps for window lighting. In a city of but 40,000 and in the face of competition, this is a remarkable record, and it will be interesting to learn how the result was accomplished.

"Co-operative Lighting of Streets," is the subject which will be treated by H. J. Gille of the St. Paul Gas Light Company. The plan which Mr. Gille has carried into successful effect is to organize improvement associations to get all property owners along certain streets to subscribe to a fund for the purchase of ornamental lamp posts for special lighting. The tenants of the buildings are induced to pay for the current used. It was said early in

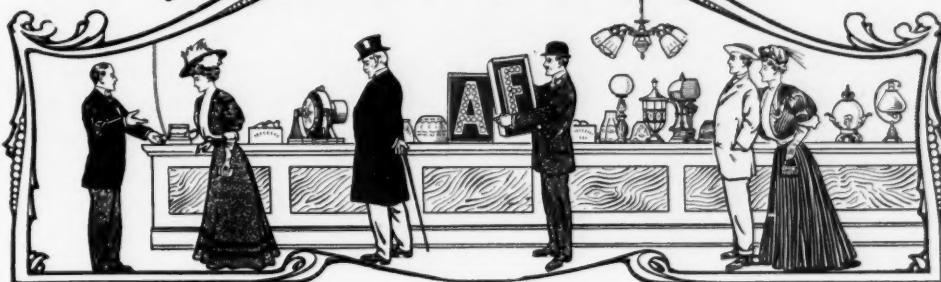
March that 119 such posts had been constructed for, the lights on each post having a consumption of 811 watts—a matter of close to 100 kw. every night until midnight. The details of this plan and the methods used to induce the formation of the improvement associations will be the subject matter of this very interesting paper.

Mr. E. R. Davenport, with whose work the readers of this magazine are familiar, will present a paper on the display room. Mr. L. D. Mathes can be depended upon to enliven the session when he talks on "Indirect Methods." A. D. Mackie already has a reputation for enthusiastic and sensible advocacy of commercialism. Mr. Leon H. Scherck will be remembered as the man who carried off the honors in the new business discussion last year. Mr. M. S. Seelman took the Co-operative Association's prize and should be equally prominent again.

Of the rest, Mr. R. V. Scudder, of St. Louis, will speak in the interests of the jobbers and dealers of supplies, showing how co-operation can be made to count in favor of the lighting companies. Mr. Jas. R. Strong, will tackle the same subject from the standpoint of the Contractors.

Taking it all in all, nothing like the New Business Day has ever been offered to any convention in the electrical field before, and all credit is due Mr. Crouse, all honor to President Williams, for the excellence of the proposed program.

The Display Room



A CAMPAIGN OF EDUCATION

HOW THE NEW LONDON GAS & ELECTRIC COMPANY IS SHOWING ITS CUSTOMERS AND THE PUBLIC THE VALUE OF ITS SERVICE

BY ALEX. J. CAMPBELL, Mgr.

After reflecting on various schemes tried by this company to get new business, and after considering numerous schemes proposed and tried by other companies throughout the country, many of them appearing to us more sensational than desirable, we concluded that the best results were to be obtained by the elimination of all sensational, freak, and unusual methods and by following consistently and persistently one definite plan of campaign, consisting of canvassing and straightforward advertising.

We have based our whole selling campaign this year on the one word, "Educate."

It applies to our employees and the public alike.

By means of papers and meetings the employees are being educated to a

better understanding of the plans and policy of the company, of the performance of their own duties and of the possibilities of gas and electricity.

They in turn are one united body acting to educate the public.

Of course, this idea of educating the public has been at the root of much of the work done by this and other companies in the past, but we are emphasizing it this year because the advancement made in the art of illumination and in electric appliances offers an unusually favorable opportunity.

Applying this idea in the matter of illumination, we have a dark room divided into three small booths by means of heavy curtains. In each of these booths are adjustable gas and electric fixtures. We can thus readily illustrate the uses of various

gloves and reflectors and compare their merits. We can also show what effect more or less distance has upon the illumination of the given plane, thus illustrating the effect of high and low ceilings and the effect of lengthening or shortening chandeliers.

In one of the booths we have a set of different colored curtains on rollers, so arranged that any curtain can be pulled down to cover the wall. We then place a card on a small stand at such a point that it is illuminated only by the light that is reflected from the curtain. By using the different colored curtains, we are easily able to demonstrate to customers the effect which the color of the ceiling and walls and hangings of a room have upon the general illumination obtained.

This dark room is daily proving of more and more assistance to us in giving our customers a clearer idea of the subject of illumination, its possibilities and limitations.

Carrying out the same idea of education with particular reference to electric cooking and heating appli-

ances, we have curtained off a reception room about fifteen feet square in one corner of our office. This is fitted up with almost every electric appliance that we hear of. These we show at any and all times, but our particular strong cards are Electric Teas.

We have a lady demonstrator, who sends out an invitation to some lady in town, asking her to come to an Electric Tea on a given afternoon at a given hour and to bring a half dozen of her friends. We state that no one else will be present but those she brings and that we are depending upon her for the guests. It is a personal private affair, and as each lady brings her own friends the party is sure to be congenial.

The various electric appliances are demonstrated and refreshments are served that are cooked in electric appliances.

We simply demonstrate.

No effort is made to sell an appliance; on the contrary, every effort is made to prevent having any of the ladies present at one of these teas



General Reception Room, New London Gas and Electric Co., Office,

feel that by accepting our hospitality she is under any obligation to buy.

However, we intend that, before the summer is over, practically every lady in town will have a direct personal knowledge of the possibilities of electric appliances, obtained by her at first hand, through actual demonstration which she has witnessed.

These teas are already proving of value. We are not advertising them at the present time, believing that better results will be obtained by working quietly. Later on we will do some canvassing for and advertising of appliances.

Last year we made a great effort by ordinary canvassing to introduce electric appliances, but with small success.

Contrary to the general experience,

we had considerable difficulty even in placing electric irons on trial, and out of 60 so placed only 12 were purchased.

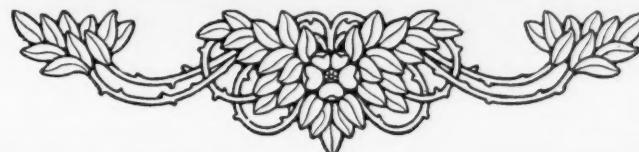
We believe that we have accomplished more in the short time that these teas have been given than in all of last season.

We are very liberal in the matter of putting out on trial all sorts of electric appliances, covering lighting, heating, cooking and power. Electric heating pads and toasters seem to be liked and desired almost, if not quite, as much as flat irons.

We may not sell many appliances these first few months, but we are thoroughly convinced that this plan of education and demonstration will bear its fruits in the next few years.



Corner of New London Gas and Electric Co's Offices Curtained off as a Demonstrating Room.



HAND BOOK HINTS NO.--5

Power Percentages the Solicitor Ought to Know.

Mr. E. W. Lloyd, of the Chicago Edison Co., has gathered some figures that should be of great interest and benefit to the power solicitor. Basing his figures upon the performance of 5,785 motors, aggregating 54,541 hp., in the establishments of 951 customers, he finds the percentage of average load to connected load for different classes of power users throughout the country to be:—

GROUP DRIVE.

Bakeries	27.8
Boiler Shops	33.3
Boots and Shoes	42.8
Blacksmiths	34.2
Box Factories	45.4
Brass Finishers	45
Butchers and Packers	36.4
Breweries	33
Carpet Cleaners	30.1
Cement Mixers	25
Candy Manufacturers	33.6
Cotton Mills	60.1
Carriage and Wagon Works	35.5
Chemical Works	23.5
Clothing Manufacturers	44.5
Grain Elevators	32.6
Engravers and Electrotypes	33.9
Glass Grinders	36.6
Foundries	43.7
Furniture Manufacturers	35.6
Flour Mills	48.1
Hoisting and Conveying	28.3
Ice Cream Making	35.9
Ice Machines and Refrigeration	53.4
Laundries	34
Marble Works	51.3
Machine Shops	34.4
Newspaper Presses	38
Ornamental Iron Works	41.6
Paint Works	26.5
Printers and Bookbinders	39.5
Plumbing and Pipe Fitting Mfg.	21.5
Rubber Manufacturing	24.7
Sheet Metal Manufacturing	27.3
Soap Manufacturing	27.6
Seeds	25.4
Structural Steel Works	31.1
Spice Mills and Wholesale Grocers	26
Stone Cutting	34.4
Tanneries	54.6
Tobacco Manufacturing	37.5
Wood Working	33.3
Woolen Mills	71

INDIVIDUAL DRIVE.

Bakeries	19.5
Boiler Shops	20.7
Butchers and Packers	18.8
Candy Manufacturers	16.3

Engravers and Electrotypes	22.5
Foundries	21.3
Hoisting and Conveying	13
Newspaper Presses	15.1
Printers and Bookbinders	26
Structural Steel Works	18.5

There were, besides these specific industries, a number of general manufacturing concerns having 1,167 motors aggregating 12,231 hp., whose average load on group drive was 33.9 per cent. of the connected load. The grand average load percent also figured 33.9, from which it may readily be seen that some motor user's rule-of-thumb method of multiplying the horse power of the motor by the number of hours it runs gives anything but an accurate estimate of the actual number of horsepower hours the customer will be called upon to pay for.

* * * *

When selling a motor for small printing press, see that the customer protects his commutator against oil dripping from the press. A piece of sheet tin does the trick.

* * * *

In estimating the cost to a printer of running job presses by motor, it is safe to figure low. One authority states that, in 86 shops equipped with 1,081 hp. in motors the average daily use of the motors was equivalent to their full capacity for only one hour per day. Of these 86 shops, 72 were driven by a single motor each.

BUSINESS GETTING FOR THE SMALL PLANT

By F. E. FOSTER

IT goes without saying that nowadays a very important part of the lighting business is the getting of new business, and this is especially important for the small plants, which often make the least effort to obtain it. The engineering features are fairly well systematized; the cost of operation can be figured very closely in advance; the undetermined factor in the success of the plant is the amount of profitable business that can be secured.

The average small plant manager is busy, of course, taking care of the business he enjoys, but should not be too busy to go after more, for it is in the last few dollars of income that the profit lies. The writer was "up against it" in this matter of business-getting in a country town for awhile and his experience is given as a matter of interest to others so situated.

Selling electricity in small towns is a matter of good soliciting methods applied with common sense and persistence, and backed up by good service at a reasonable price. The first thing to do is to canvass the entire town, and get a list of every establishment within a reasonable distance of the lines which may be secured as a customer. For this a card index is used, having a card for each



prospect and noting on the card when an inquiry is received; when a visit is made; what profession is quoted, if any; how the case stands; why the offer is not taken, and any other facts bearing on the case. The cards are filed alphabetically, except that the live prospects with whom it is desirable to keep in close touch may be filed in a special place in front.

When the deal is closed the card is removed and filed in a customers' list.

Having the list of prospects there is nothing to do but canvass them thoroughly. Some will show immediate interest and should of course be looked after first, always doing the most important thing to be done at that time. This may sound superfluous but the writer has lost good prospects by not attending to them when they were ready, thinking that they could be put off until other work was out of the way, and could be closed up at any time. It is remarkable how people will change their minds, and what sudden changes will take place in their personal affairs. They may have misfortune and then feel unable to afford electric service, they may sell out and move away, and some saving person come in who will not take electric lights in a thousand

years because it "costs more than coal oil."

Of course advantage should be taken of any conditions that can be used as a reason why the service should be taken at once. Suppose

Keep in Touch With Your Prospect.

the prospect is about to clean house; wire it when the carpets are up to save future trouble. The same thing can be done when people are moving into another house, so they will not be bothered after they are comfortably settled. If they are making any alterations or repairs, try to wire the house at the same time. If they expect any friends for a visit, try to induce them to have the lights in before their friends come.

The same idea applies to stores. Just keep in touch with them and many good arguments will present themselves why they should not take only electric lights, but take them immediately. We had a six day street fair last fall, which was a big occasion for the town, and we used that as a lever to induce several merchants to take electric lights then.

Appeal to the Merchant's Pride.

They wanted to make as good an appearance as the next store when the crowds came to town.

The first thing, of course, is to interest the prospect in your goods. This is easy, as nearly everybody wants electric service, but is held back from taking it by some stronger reason. Find out the real objection and overcome it. Usually it is the cost of the wiring or current, though really stingy folk will have a multitude of other objections. Many dislike having the house torn up for wiring. In that case I tell them how

easy it is, what careful workmen we employ, that I superintend the work personally, in what a short time we can do the job, how little trouble we caused a neighbor, and finally I promise to have the lights burning by a certain date, and tell them how glad they will be to have it all over and done by that time.

No Trouble in Wiring.

Suppose they are afraid of a shock, or fire risk. I then explain how our neutral is grounded, about the lightning arresters on the lines, and in extreme cases take them to a neighbor's house, and remove a lamp and let them feel the current, showing how harmless it is after all—painful perhaps but not dangerous. I also make the operation of wiring as clear to them as I can, tell how the wires are run, explain how the porcelain knobs and tubes hold the wire away from the wood, and how the fuse plugs positively prevent any excessive current from entering the house.

Perhaps they are afraid of the meters and think they will run too fast. To satisfy most people one has only to show them that they are getting a square deal. So I explain the

Take the Prospect in your Confidence.

meter in the simplest terms I can; tell how it is a little electric motor that makes so many turns for a certain quantity of current passing through it, and twice the turns for twice the current; how all the current that goes to the lamps must first go through the meter, and how current cannot go through the meter without lighting the lamps. Then I explain that we only have to count the number of turns the disc has made to learn the amount of current that has passed,

which we do by an arrangement like a bicycle cyclometer. Sometimes I

Should be Able to Read Meter.

take a meter apart, show them how finely it is built, show them the little wheels and the jeweled bearings, as perfect as a good watch, and not a crude or imperfect mechanism. I explain how it is impossible for a meter to vary more than a slight amount from true speed, how friction always tends to make it run slow. Finally I teach them to read it, and that ends that part of it.

If they think the company is arbitrary and oppressive, I try to look at the matter from their standpoint, and explain to them why certain regulations are made—the minimum charge for instance. I try to compare it with some business familiar to them—their own if possible. They usually give in after being shown the justice of the company's attitude.

Of course some folks want everything for nothing, and are subject to hallucinations and "brain storms" such

Answer All Criticisms.

as wanting us to light every street in town free of charge in return for the franchise. Again I have had people contend that we should light any house and give them all the light they want for a dollar a month, but this class we are better off without as they are only trouble makers. It usually pays to let no criticism of the company go unchallenged, and a firm stand will bring some of these people around and convert them into good customers and friends of the company.

The main objection is usually the cost. People hate to spend real money. So I make the cost of wiring

appear as little as possible by comparing it with the cost of papering or painting outside the house, each of these being about double the wiring

Compare Costs.

cost. I tell them the wiring once in is there to stay, while other improvements have to be done over every few years. I compare it with the cost of carpets for a few rooms, or with an especially fine piece of furniture they may have. Give them the advantage of the comparison by underestimating the cost of the sideboard, and then let them correct you and tell how much it really cost, and they will soon feel that the wiring is the cheapest thing they can put in the house.

The town where I operated was too small for a contractor so we had to do the wiring. We usually got about 15 percent or 20 percent more than the total cost of the material and labor, and instead of selling on a time-and-material basis, we found it better to take the job at a lump price for everything complete. We had special of-

Co-Operate with the Contractor.

fers for open cleat work consisting of two drops with lamp and shades for \$4.50, three for \$6, and four for \$7.50. These offers took very well and served to get them started on a small proposition, and they ended by thinking that it wasn't so expensive after all, and wired the whole house.

It is best to find out what the customer needs and give him the best thing for him under the circumstances.

Keep Customer Within His Means.

Don't let a man waste money on fancy fixtures and then economize by leaving off a switch on the cellar or porch light or an adjuster on a drop light where it will be useful. Get the cus-

tomer to wire the whole house if he can afford it, but if not, get three or four lights in the main living rooms and keep the cost down. It will satisfy the customer and it pays.

About the cost of current I tell prospective customers that at our rate it is $\frac{3}{4}$ c per 16 cp. lamp per hour, and they could burn as much or as little

Explain Lighting Rates.

as they liked. If that didn't work and they quoted some high bills from a careless neighbor, we would tell how very cheap Mr. Smith got along and how little Mr. Brown's bill was last month. Smith and Brown being very stingy and not using a cent's worth more than they could do without. Of course we did not mention that. (And perhaps they would pass it on to some dear friend whom Mrs. Smith or Mrs. Brown had been telling how awfully expensive electricity was and how they had been robbed last month, and then the dear friends would drop the lighting company and discuss Mrs. Smith or Brown.)

Compare the cost of electricity with the cost of other household items such as coal and ice. Show them how a very little money spent for our service gives something that is a benefit to the entire family every night the whole year round, and inquire in what other way could they get so much benefit for so small a sum. If we

Show How Little Electricity Costs

couldn't get a certain place, it was our policy to try and get the place next door, on either side, wired up, and the one across the street if possible. Then pretty soon the first one would come around.

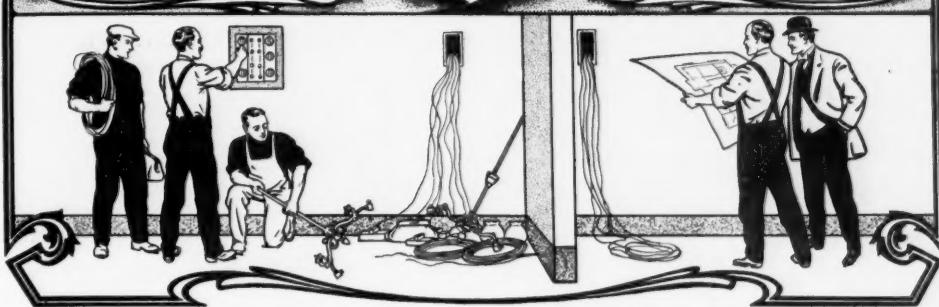
The canvasser must have the right mental attitude to get good results. He must be interested in the work, treat it as a game perhaps, matching his skill against the prospect's obstinacy, with the contract to be secured as the prize. He must have entire confidence in the company and its methods, and must feel that by inducing a certain person to take electric service he is doing that person a favor and giving him a large amount of comfort and convenience for a comparatively small amount of money.

Card System Should be Used.

The writer has found about ten hours' work per week for one man about as much as can be profitably spent in canvassing in a town of 2,000. The card system is a great help as a time saver, and one can keep close record on the annoying and unprofitable visits when people are not ready to be seen. It is as important not to bother a person as it is to be there when needed.

These methods have resulted in a connected load of 2,000 lamps in an exceptionally stingy town of 2,000 people within 18 months after the plant was started. The writer has not used direct-by-mail advertising to any extent but considers it a valuable and comparatively inexpensive aid. The building up of an electric business is essentially an educational campaign. The people must know something about a thing before they will really want it. As far as the writer knows that is about all there is to it. Create the desire in the prospect, give him the service he wants at a fair price, make him realize that he is getting a square deal, and you will get his confidence and his business.

The Electrical Contractor



FREE WIRING BY CENTRAL STATIONS

BY J. P. MARRON, PRESIDENT,
THE ELECTRIC CONSTRUCTION AND MACHINERY CO., ROCK ISLAND, ILL.

IN regard to the problem of the contractor and the central station, it is the writer's experience that their interests are identical in building up the electrical business, and that they should co-operate. We think the central station should be only too glad to encourage the contractor, and help him in every way possible, as competition is particularly keen in the contracting and selling end of the electrical business, and the contractor only gets one small profit out of any installation, while the central station gets a continuous source of revenue from the lighting or apparatus connected on its lines.

If the central station gives proper encouragement and assistance to the contractor, and refrains from selling things at cost, or entering into direct and unnecessary competition with the contractor, such as furnishing free wiring, it can build up keen competition among contractors, and so get a good share of its soliciting done practically free of cost. A contractor who

feels that the central station is working with him, will help to keep out isolated plants, and he can do more in that way than can any employe of the central station.

On the other hand, if the central station goes into the free wiring business, it is only borrowing trouble, for the customer expects the lighting company to maintain the wiring free for all time, and the contractor feels that he is being run out of business. And further, when the central station man tells his customers that he is selling electrical motors, apparatus and wiring at cost or below, these customers generally think he is a very poor business man or a liar or both. It stands to reason that any central station maintaining this policy, must necessarily get more money for its current, as it is pretty generally conceded that we all have to get a working margin from some source for doing business.

To go to a man and say, "If you will use electric lights, we will install them for nothing," charging same to

the expense of getting new business, means simply that you are making all of the consumers pay for this one customer's installation. This may look like good policy, but it gives the contractor a chance to go to the man who had to do his own wiring, and to tell him the truth; namely, that he is paying for that free wiring of his neighbor in his bills for current.

My idea is that the central station can well afford to confine itself exclusively to the sale of current, and to encourage the contractor in pushing the wiring and electrical apparatus and specialties. Then the central station can make as low a rate as possible, and the contractor will boost the business every time.

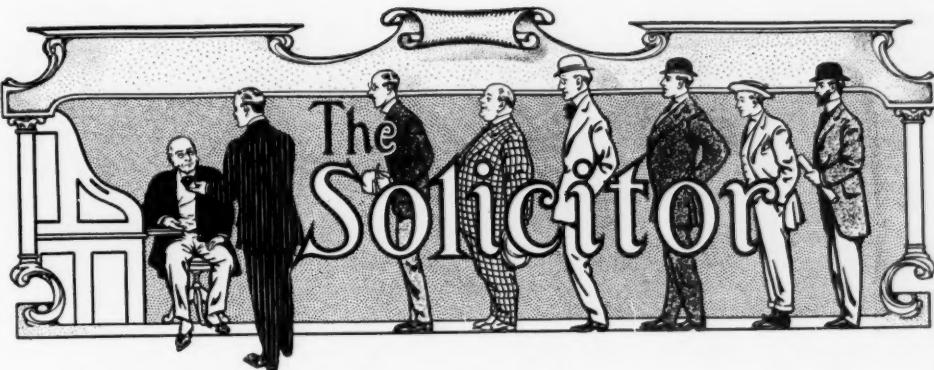
In regard to free wiring, I know of one job that was done five years ago by a central station, and the total gross bills for current up to date, have not exceeded 80 per cent. of the original cost of the installation. Where does the central station "get off" on a proposition of that kind? Where will they draw the line on the free wiring proposition?

My experience has been that where the central stations do free wiring,

they do the plainest possible kind of work, with the least attention to details, such as convenient arrangement of lights and switches, and all of the little trimmings that go to make electric wiring handy and useful. Consequently the customers whose houses they wire use the minimum amount of current instead of the maximum, which they will use if a good contractor gets busy and shows the benefit of the different schemes of lighting. On the free wiring scheme, half of the benefit of electric service is lost for the consumer because the whole object of the "free" scheme is to make the job cheap.

In conclusion, it may be said that any sane business man nowadays knows that neither the central station, nor anyone else is giving him something for nothing. When the lighting company makes a proposition of free wiring, the prospective customer immediately starts to study out in what way he is going to pay for the work, and generally comes to the conclusion that the rate must allow an enormous percentage of profit if the company can afford to do the wiring free.

Assume good manners, cultured tones, and a genteel appearance, if you haven't come by them naturally. Right habits and honest principles may be of first importance, but they are not the only things of importance. We demand that a building shall have strong foundations and be built along correct lines for durability and utility; but we also demand that it be pleasingly finished, attractively painted, and in general a delight to the eye. The building of your personality is governed by the same laws.

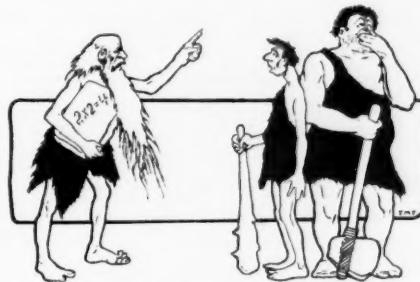


GETTING WISE TO YOUR JOB

A GOOD many years ago some wise old guy got off this one —“Knowledge is power.”

Nowadays we've changed that to read—“Practical knowledge is earning power.”

Your earning power is in direct ratio to the practical, workable knowledge you apply to your job. The fellow who always knows the answer, who knows how a thing ought to be



A Good Many Years Ago.

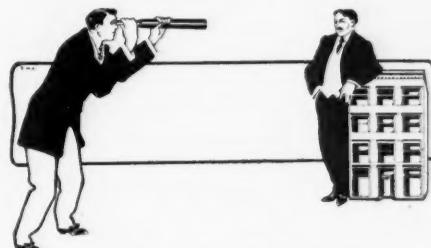
done—whether he knows *why* or not—is the fellow who is getting there. Nothing will keep him down; nobody can beat him.

That is more true in this business than in almost any other I know about. Here you've got to be wise or get bumped. And as for getting ahead without knowledge, you might as well try to run without legs.

JUST take a good square look at this job of yours. You are soliciting people to use Electricity for light, heat and power.

What's the first step? To find somebody who doesn't use it but who ought to.

How do you find such people?



"Just Take a Good Square Look."

Most solicitors simply cast about for a non-user who looks as though he could afford the service, and they break in on him.

“Want any electricity to-day?”

“No.”

“All right, I'll call again later. Good-day!” And out they go.

* * * *

NOW, if a solicitor is on to his job, he begins to get knowledge as soon as he finds a non-user—knowledge of the prospect.

Every man has his peculiarities—learn them.

Every man has reasons why he isn't using electricity to-day—learn them.

Every man has particular and special needs for our service, places where electricity will save or make money for him—learn him.

Learn them all *before* you give the prospect a chance to turn you down.

Don't go into a man's place of business to get a contract the first time. Go to learn whether you can be of service to him and *why*.

That's one kind of knowledge you need.

* * * *

THEN about the service itself. Every day you should learn something new about what we can do for the public, and how our service compares with competitive light, heat and power.

Is it a merchant you are soliciting? Show him how he can have twice as large a sign as his competitor, at

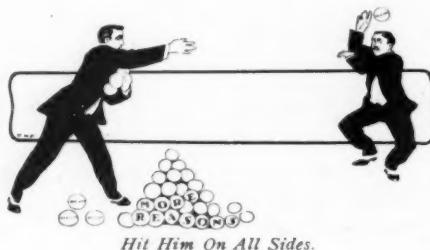
almost the same cost for current, by using a sign-flasher. Show that merchant's window-trimmer how he can double the attractiveness of his displays by introducing small electric lights festooned on Elbright cable. Show the forewoman of his alteration department how she can do more and better work easier and cheaper with an electric sewing machine motor. Show his advertising man the crowd-winning qualities of a flaming arc.

Be thorough. Hit him on all sides. Get right next to his *needs*, and know your own proposition so well that you can fit our service exactly into his daily necessities.

Get wise—wise to yourself—wise to your job—and wise to the customer's conditions. The only difference between a star man and a dabbler lies in the amount of practical, workable knowledge they each have.

"Practical knowledge is earning power."

Increase yours.



Hit Him On All Sides.

Take your inspiration to do things straight, as it comes into your own mind; it's a weak man who waits for ideas to filter through other minds into his.

THE CAUSES OF COMPETITION

A Recital of Actual Conditions which Preceded and Led up to the Establishment of Competitive Lighting Plants in Five Cities.

BY PAUL M. FISHER

IT may be set down as an established fact that the public service corporation which gives the people in its territory adequate service at a fair and reasonable price, and which is constantly seeking to foster the goodwill of customers, extend its business and develop its territory, need not fear competition.

On the other hand, a public service corporation, which, by reason of its franchise rights, has played "dog in the manger" in a town for years, and which has failed to recognize the fact that, as the holder of a valuable public utility franchise, it has certain obligations that it must fulfil, will, sooner or later, assuredly meet with competition of one sort or another.

Take the situation as it exists to-day in hundreds of small cities throughout the country—cities whose populations run from 10,000 to 50,000. In many such towns it will be found on investigation that the electric lighting companies have been operating, say, fifteen or twenty years. They were started originally by local capitalists, and for a time were in competition with the gas company; then came the inevitable consolidation and in many cases subsequent syndicate ownership.

The towns grew; gas mains were run to every section; the street lighting system was extended, but the commercial lighting circuits covered the business sections only. Prices for gas were generally reduced, but rates for electricity were maintained as a rule. "There is no demand for electricity in the residence sections," was the stereotyped and indifferent excuse of the average manager.

It is true that here and there appeared an aggressive manager, who had his ear to the ground, put his price at a point that made the service attractive—went out after business—and got it. But he was the exception.

The result was inevitable.

The public became dissatisfied. The men in command of the public service corporations, believing that they controlled the political situation, sat back and paid no attention to the growls of the outraged public. Then along came competition, either in the shape of a new company, or an aggressive company in an adjoining town extending its lines. The old company instantly lost prestige and only by the investment of a large amount of capital, a reduction in rates and decided improvement in service,

was it able to retain even a fair share of its business.

This is not at all an exaggerated statement. The thing has happened hundreds of times in the past; it is happening to-day; whether it will continue to happen in the future rests entirely with the companies which are now operating.

The writer, by reason of a connection with an aggressive and liberal public service corporation, a corporation which entered a field already occupied, and built up a large business in competition with entrenched interests which believed themselves impregnable, has had abundant opportunity to see the things which have been the cause of the downfall of an "exclusive territory."

Among specific instances which came under his observation, the following are quoted, names of towns being withheld:

No. 1. City of 32,000 population, large manufacturing center, old electric plant operated by coal, company had street lighting contract, service inadequate to meet growing demand for electricity for all purposes, company made no effort to give better service and relied on its political affiliations to prevent the entrance of another company. Public demanded better service, and a second franchise was granted. City now has two operating companies, both companies hustling for business—and getting it. Profits down to the last notch.

No. 2. City of 10,000, well known industrial center, electric light company started with local capital, subsequently sold to Wall Street interests, prices high, service inadequate to meet needs of city's growth. No effort on the part of management to extend system and develop territory. In this particular case, public de-

manded better and lower priced service. Company failed to realize what it was up against, and when a company from an adjoining city offered to extend its lines, Common Council, at the dictates of public opinion, compelled to grant a franchise. The old company within a week cut the price of street lights almost in half, and has been compelled to reduce prices to retain any business whatever.

No. 3. City of 9,000, company started with local capital, town grew and the plant depreciated. Outside interests secured control. Service poor and entirely inadequate. Public antagonized to such an extent that an outside company was *invited* to enter. Old company lost street lighting contract and in the end sold out to new company at a great loss. Yet here was a town that had unlimited possibilities.

No. 4. City of 25,000, large number of industries, unequaled water power, electric plant run by a manufacturing concern as a side issue, occupied field for twenty-four years. No effort to serve anything but business district. Outside company asked for and received franchise, and local company being unable to stem the tide of adverse public sentiment, has already reduced prices twenty-five per cent. The new company has only just begun its distributing system and the end is not yet.

No. 5. Town of 8,000 inhabitants; plant operated by water power with steam as auxiliary. Service such that local Chamber of Commerce made a series of complaints to Board of Trustees and to the company. Competition was *invited* by the business men. The old company then got busy, but was compelled to reduce its rates and promise better service. In this case public did not object so much to the price as to the service. It is noticeable that nothing was done for an improvement of the conditions until competition hove in sight.

The cases quoted are genuine, and are not at all uncommon, as anyone who has made a study of this subject will agree.

What, you may ask, is the remedy?

To my mind, and in the light of fairly wide experience, the first essential is a clear realization on the part of a public utility company of its duty to the community it serves. This involves fair treatment, adequate service, an aggressive business policy, and publicity. The company for its

own protection should remain constantly in the public eye. Its every act should be public property. If there arises a situation where there is likely to be antagonism, it should immediately lay its case before the bar of public opinion, and then and there adjust it, fairly and fearlessly.

When these things are systematically done, we will hear less about competition. So long as they are not done, competition will remain as a menace to the capital now invested.



HANDLING SIGN BUSINESS IN THE PACIFIC NORTHWEST

BY L. H. BEAN, MANAGER

WHATCOM COUNTY RAILWAY & LIGHT COMPANY, BELLINGHAM, WASH.

IN November, 1905, when the Whatcom County Railway and Light Company, operating the local street railway and gas companies, purchased the electric lighting business held by other interests, only one electric sign was connected to circuit. The possibilities of that branch of the business had been entirely overlooked, and it was not until the present management undertook to push signs that any thought was given to it.

In the spring of 1906 a vigorous campaign was begun, and to day there are in service 68 electric letter signs. These are all trough or outline letters—not transparencies—and many of

these are extremely showy. The total installation amounts to 5,165 2-cp. 13-watt lamps, burning every night from



A Good Roof Sign

dusk to midnight, on a flat rate contract which nets the company an in-

come of \$125 per kilowatt of connected load per year.

In order to induce the installation of signs, we adopted the policy of paying one-half the cost of the sign—the hanging, connecting and lamps being furnished free under two year contracts.

Only the most substantial trough and outline letter signs have been used. The first cost of these signs, exclusive of lamps and hanging, has been as follows for 16" letters*:—

*Average number of lamps per 16" letter 6.

24" Letters—30 per cent. additional.

30" " —50 " " "

36" " —60 " " "

Special designs extra.

Among the signs installed are several roof and "across the street" signs, among them being two that are 40 feet long, 9 feet high with 6 foot letters. The "across the street" signs are specially constructed individual block letters, substantially hung on



One of Bellingham's "Across the Street" Signs

No. of Letters.	Per Letter.	wires and have a very imposing appearance.
6.....	\$6.00	
8.....	6.00	
10.....	6.00	
12.....	5.50	
14.....	5.50	
16.....	5.25	
18.....	5.00	
20.....	4.75	
22.....	4.50	
24.....	4.50	

The population of Bellingham is approximately 32,000 and it will be noted that we have now reached the average of one sign to every 470 inhabitants, a record we consider fairly good.

The outline window lighting business was just taken up in March and so far 1200 4-cp. lights have been installed. They burn from dusk to

*Another Big Bellingham Sign*

midnight on a two year flat rate contract. The rate is about the same as the sign rate, wiring is supplied free, the material remaining property of company.

In addition to these two special lines, ordinary business has been increased approximately 25 percent in the past year.

This company is one of the Stone & Webster properties, operating a hydro-electric plant transmitting power at 38,000 volts, 47 miles, and, as before stated, does the entire street railway, electric light, power, and gas business of Bellingham.

The sale of gas is pushed principally for cooking, heating and industrial use.



CIRCUS METHODS A SUCCESS

The Lincoln Gas & Electric Company Casts Conservatism to the Winds and Holds a Good Old-Fashioned County Fair Devoted to Gas and Electricity

THE Only Combined Gas and Electric Exposition Ever Attempted," was the P. T. Barnum caption with which the

Lincoln Gas & Electric Company of Lincoln, Nebraska, heralded and successfully conducted a Gas and Electric Show for an entire week last month

in the capital city of the Badger state.

The "Gas and Electric Exposition," as it was termed, was conceived by Theodore B. Mitchell, manager of the new business department of the Lincoln Gas & Electric Company.

One of the largest halls in Lincoln, the Auditorium, was secured for the exposition and lavishly decorated with more than 5,000 incandescent lights, green and white bunting, blinking signs and all other electric novelties. The outside of the building in which the big hall is located was also outlined with a thousand lights and blazoned with a large electric sign.

In addition to their own exhibit,

pliances, each of which opened a booth in the hall and displayed and sold goods to the public: Humphrey Manufacturing Company, the Lindsay Light Company, the Welsbach Company, J. B. Clow & Company, Clark Jewel Co., R. Williamson Co., Westinghouse Co., Detroit Jewel Co., Bryan-Marsh Co., Haller Machine Co., The W. J. Barr Manufacturing Co., and the Wagner Company. Besides these, a number of Lincoln Companies turned out and assisted Mr. Honeywell and Mr. Mitchell in making the show a success. The Olympia Candy Kitchen opened a small candy manufacturing establish-

TUESDAY EVENING, APRIL 16, 1907.

THE LINCOLN DAILY STAR.

SEE THE GORGEOUS DISPLAY OF ELECTRICITY ELECTRICAL APPLIANCES GAS APPLIANCES

**For Cooking, Heating and Lighting
At the AUDITORIUM All this Week**

ADMISSION FREE

The Exhibitors and Their Goods

Humphrey Manufacturing Co.—Manufacturers of all kinds of hot water heating apparatus for the kitchen and bathroom.

The Welsbach Company—Manufacturers of the New Safety Lamp, the Best Invention in Light.

Humphrey Gas Arms—The ideal light for stores, offices, and public places. A steady, white light.

An Innovation in Gas Range—The new pressure range.

The Clark Jewel Gas Range.

The Detroit Jewel Gas Range.

Ridge & Gunnison—Dining Room, kitchen utensils, cutlery and everything pertaining to a complete kitchen.

Brown Shoe Co.—Showing the manufacture of shoes by electricity.

Wagner Electric Motors—A complete line of Motors, manufactured by this firm is on exhibition.

R. Williamson & Co.—Gas and Electric fixtures.

Westinghouse Electric—Showing the application of direct motor construction for all kinds of electrical machinery, house pumps, sign blades, etc., and for store and general use.

Haller Machine Co.—One of the largest manufacturers of electric signs in the country.

The Lindsay Light Co.—Has a very creditable display of electric signs.

Wm. Barr Manufacturing Co.—Manufacturing a plowshare. Electricity for household use, electric and ornate, silver-blond coffee percolators, with electric batteries, a handsome and most useful vessel in any home. Automatically regulated electric heating pads.

Lindsay Lights.

Jos. B. Clow & Son—Hot water heaters, for kitchens and bathrooms, and manufacturers of the new gas steam radiator, one of the latest and most practical conveniences for the home or sick room.

Bryan-Marsh Co.—Make a specialty of metalized electric lamps. A saving of current and a great improvement over the ordinary electric bulb or lamp.

Korrometer Co.—Have on display a complete and handsome line of gas and electric lighting fixtures.

Candy Coated by Gas—And made by machinery driven by electricity.

Blades Repaired—By electricity driven machinery.

Many other Gas and Electrical appliances and conveniences for all purposes.

Every article on display will be demonstrated by efficient men. You can gather a great deal of useful information by attending the exposition after LINCOLN GAS AND ELECTRIC LIGHT COMPANY FURNISH LIGHT AND POWER FOR ALL PURPOSES

One of the half-page newspaper ads used by the Lincoln Gas and Electric Co. to advertise the Gas and Electric Exposition.

the Lincoln Company secured the co-operation of the following manufacturers of gas and electric ap-

pliance and made candy which was sold to the visitors. The Electric Shoe Repair Company operated a miniature

shoe factory with electrically driven machinery. And a number of other local companies opened booths for the sale and display of goods.

But the crowning feature of the show was the series of afternoon and evening lectures and demonstrations by Mrs. E. O. Hiller, a well known woman speaker and writer on cookery and allied subjects. Mrs. Hiller cooked all kinds of rare delicacies in gas and electric ovens and accompanied her practical demonstrations with talks on the convenience, safety and economy of gas and electricity in the home. She also demonstrated the uses of a number of the more common and popular electrical appliances such as electric flat-irons, chafing dishes, and curling iron heaters. These lectures and the model kitchen created genuine interest among the crowds of women who attended the show.

A special program of music every evening by an orchestra, an old fashioned guessing contest on the number of matches in a jar, and other live side-show features were used to keep up the interest and enthusiasm of the public. Entrance to the hall

was free of charge and even the booth spaces were given free to any exhibitors who had anything in the gas or electric line to exhibit and sell.

Altogether, the exhibitors as well as the Lincoln Gas & Electric Company realized handsomely from the exhibition. The free advertising alone that the Lincoln Electric Company received in the columns of the daily papers would have cost a great many dollars and was of itself worth the price of the exhibition. In educating the public up to the modern uses of gas and electricity, in popularizing the use of electricity especially, and in the general good feeling that resulted from the exposition, the venture was a most successful one.

On Saturday night, April 27, the week's show was closed with a bargain sale of most of the appliances which had been exhibited. Manager Homer Honeywell celebrated the success achieved with a banquet at the Lindell Hotel. Mrs. Hiller, the popular lecturer was the toastmistress, and carried off the honors of the evening as gracefully and successfully as she had conducted the lectures at the exhibition.

THE MONTH IN THE FIELD

News Items of Interest to Central Station Business-Getters

More Co-Operative Prizes.

Two hundred and fifty dollars, in prizes are offered by the Co-Operative Electrical Development Association, for an Electrical Co-Operator's creed. This purse is divided into nine parts, as follows:

First prize.....	\$100
Second prize.....	50

Third prize.....	25
Fourth prize.....	15
Fifth prize.....	15
Sixth prize.....	15
Seventh prize.....	10
Eighth prize.....	10
Ninth prize.....	10

The Association, in its announcement, says: "We want this creed to give the best

possible brief expression to the idea and purpose of the Co-Operative Electrical Development Association. We hope it may become a classic in the trade." The competition is restricted to men interested in the electrical business.

Compositions must reach the office of the Association, 1814 E. 45th Street, Cleveland, Ohio, by May 31 and the awards will be made by a committee of three to be appointed by J. Robert Crouse, who will be an ex-officio member of the committee.

It is proposed to print the winning compositions in pamphlet form, with the names of the authors, and distribute them at the Washington convention of the National Electric Light Association in June.

* * * *

After Long-Hour Business.

The Chicago Edison Company has made a decided reduction in rates to wholesale power customers. Coincident with this reduction the minimum bill for power has been cut from \$1 to 50 cents per horse-power connected. The new rate is designed to stimulate long-hour business.

* * * *

As the Gas Man Sees Us.

"I have always believed myself that we have met electric competition and are quite a little ahead of it as the matter stands. You cannot beat the incandescent gas lighting system for cost, you cannot beat it for the amount of light that you get per unit, and I don't think that we are anywhere near the danger line even in the one-watt lamp. I think that we will hold our field despite the fact that our electrical friends claim that the one-watt lamp is a reality." M. C. Whitaker before the 37th Annual Meeting of the New England Association of Gas Engineers.

* * * *

The Colorado Springs Lighting Case.

Central station managers everywhere are interested in the award of the Board of Arbitration in the Colorado Springs lighting case, which has been announced within the past month.

It will be remembered the city sought to recover damages from the lighting company, claiming that the arc lamp, with

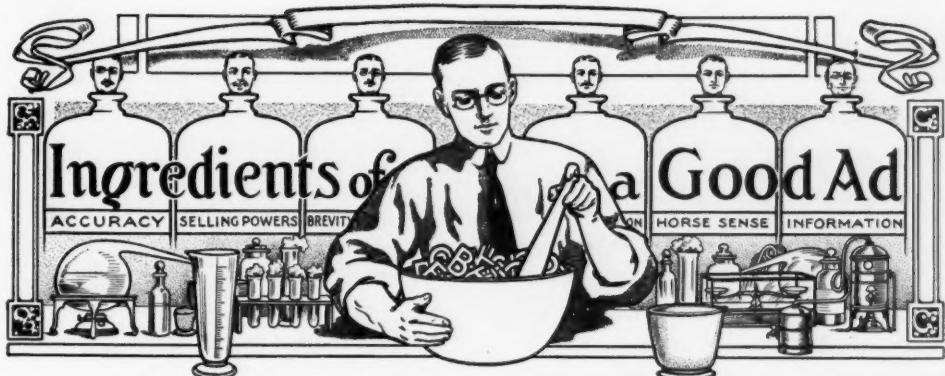
which the city's streets were being lighted did not meet the requirements of the contract, in that they were not arc lamps of standard 2,000 cp. as specified. The point of issue was the definition of the meaning "arc lamp of standard 2,000 cp." and the settlement will have an important bearing on similar questions which are likely to come up at various points throughout the country, for the reason that a large number of street lighting contracts contain a somewhat similar specification and no modifications have been made to meet changes in systems except a few instances.

It was generally agreed by expert witnesses that the term "2000 cp." was not to be accepted literally. It was also agreed, however, that the direct current series open arc of about 9.6 amperes and 450 watts at the arc was, at the date of the contract, the lamp generally accepted as meeting the requirements. The testimony, however, showed that the lamp which the company furnished was the 6.6 ampere series alternating arc taking normally 450 watts at the lamp terminals. This lamp, it was generally agreed fell short of giving equivalent service. In the assessment of damages a good many complicated technical points were involved, and the arbitrators after hearing a mass of testimony reached the conclusion that while there was no intention on the part of either the city or the company to evade the obligations of the contract, the good intention of the company did not justify the actual deficiency; neither did the fact that the city overlooked for a long while this deficiency stop them from claiming a refund. For these reasons the arbitrators considered the responsibility divided between the company and the city.

* * * *

Sheldon School Gets Good Man.

Francis Raymond has joined the force of the Sheldon School of Scientific Salesmanship of Chicago and will have in charge the work that company is doing in the electrical field. While devoting considerable time and energy to the new field of work, Mr. Raymond will probably not relinquish his agency business in Chicago which includes the handling of a number of well known electrical specialties.



THE SINGLE IDEA

By FRANCES NELSON.

IT has been re-iterated to the point of a truism that "this is a specializing age." The wise man in business, or elsewhere, agrees that the dissipation of his work into many channels is a sure forerunner of calamity.

Yet there are still some thousands of advertisers—even electric advertisers—who don't or won't understand that this is as true of things as it is of men.

While they acknowledge that the specialist is the man who accomplishes, they apparently fail to grasp the fact that the specialized ad is the ad that brings results.

The electric advertisement that attempts to jump from Dan to Beersheba and back again in a few inches of space is pretty apt to get caught in an arid desert known as "No-New-Business."

It isn't a good thing to lose the faith of the public in electric advertising by following the example of the patent-medicine people. We may believe—as we all do—that our commodity is a panacea for all the ills that flesh is heir to, but if we know what's

best for our interests we won't thrust that idea down the throat of our prospect in such big doses that he can't swallow it.

It would seem that for most people the hardest thing in compounding the ingredients of an ad is to know what NOT to say.

There are a lot of ads that partake of the peculiarity of a lot of people, they talk too much. The strange thing about both people and ads of this kind is that the more they talk the less they say.

It isn't necessary to make your advertising space a complete daily inventory of the things electricity is good for. People like variety. If you give them the same uninteresting diet all the time they begin to feel the way you do about the young woman next door who knows "Waltz Me Around Again Willie," and plays it for you to breakfast, lunch and dine by. They would welcome a change.

But unfortunately this inventory style of advertising is not altogether stereotyped. That's why it holds on. It is possible to switch it about into various styles that are almost clever

enough to hood-wink its perpetuator and even the public. But it just misses because, no matter how served, it is like restaurant fare—after a few days it all tastes alike.

Don't try to keep *all* the benefits of *all* the "things electric" before *all* of the people *all* of the time.

That doesn't mean to stop advertising—not for a minute! But it does mean that a little judicious thought be put on this great commercial development of our times. You must keep continually "at it," but don't always strike the same note, for what is harmony to the blacksmith is rank discord to the housewife.

We all know that electricity's a good thing and want to push it along. But you can't push a half dozen ideas in one ad and have them *get there* any more than you can push half a dozen wheelbarrows at once with two hands.

It can't be done successfully.

Here, for instance, is an ad that used up 11½ inches of good newspaper space.

IF YOU REQUIRE

Electric Light
Electric Power
Electric Signs
Electric Cooking
Electric Heating

Electricity for anything, anywhere in Chester, Upland, or Ridley Park.

CONSULT

BEACON LIGHT COMPANY

515 Market Street, Chester, Pa.

It has a fair appearance for an ad without illustration. There is no particular fault to find with its display, but I'm willing to wager that the results from that ad were few and far between.

Of course there's a possibility that I'd have another guess coming. But it would only be under this condition—if the Company seldom or *never* advertised such an ad might bring a result or two. If they were regular advertisers and actually hoped to sell electric current they were spending their money to poor purpose when they filled space with such prosy generalities.

From the ads like that of the Beacon Light Company to this one,



THE REFRIGERATOR LIGHT

This electric lamp may be of small candle power or of the turn down variety, but whatever its style it should have its place over the refrigerator in every home. It aids not only in the general ease of the house work, but insures the cleanliness of the ice box. There is no place that is so essential to neatness in a home as an ice box because in it the sustenance of life itself is stored. An electric light that makes all of its crevices visible is a real aid to any housewife. Have your house wired now.

Name of Company

there are several processes of elimination.

The first is absolutely general, and appealing to all prospects, appeals to none. The second is an excellent example of "the single idea" advertisement. But between these two is a middle ground covered with stumbling blocks and pitfalls for the unwary ad-writer.

It is not "single idea advertising" to talk store lighting as differentiated from Residence Lighting. It is not single idea advertising to separate your heating and power ads. Nor is it single idea advertising to give publicity to the heating proposition in contradistinction to signs. That is only the first step and a very short step toward it.

It is when each of these departments is again subdivided and reached in its individual elements that the writer is in touch with the single idea way of getting business.

To sell electricity to merchants, advertise store lighting—but do it specifically by drawing attention singly to its various possibilities. Then here's another step. Don't get mentally mobbed and think it necessary to say all there is to say about store lighting in one night's paper.

Ten to one the same man will read the same paper the next night and you'll have an opportunity to reach him again. Perhaps, for instance, he already has a good sign and if you have used a general ad he passes it over day after day without so much as a glance. But if you use the single idea policy you needn't worry because he doesn't read your sign ad.

The man who has no electric path to his door *will read it* if like the ad at the top of the next column, it follows out the single idea and seems especially prepared for him.

In the course of a few days, if you specialize, he'll see another and then his interest begins to grow and you have gained a good prospect where none was before.

The value of the one idea is just as



strong in the campaign for residence business as in that for store lighting. It is all right to exploit the pleasures that will follow the installation of electricity in a general way—if you are going in for general publicity and don't care *when* you get results.

But if you want results here and now *and* quick, the appeal must get in direct touch with your prospect, always remembering that you don't have to reach the whole population in one ad.

Talk the porch light, the cellar light, the attic light, the hall light, the dining-room light, the kitchen light, the chafing dish, the curling iron, the coffee percolator and all the other things you want to get into a home because they consume current—but don't talk them all at once, nor in pairs, nor in trios.

If any of them is worth talking at all it is worth talking strenuously and separately. Here it is that knowledge of the prospect helps out. Don't only make your advertisements single idea-ed; individualize their appeal,

always remembering that we have no reason to believe that there isn't another day coming.

Copy is not the only thing that should be considered in the value of the single idea; the design is an important feature. If you want to talk motors use a motor drawing, following out the instructions in the talk on art work and general appearance when making a selection. That is, don't use simply the picture, show it connected in a way that will attract attention.

Then talk power.

But don't talk installations of 500 h. p. if you use a picture of a motor-driven coffee mill, and vice versa.

One dominant phase in ad-compounding has been brought out in each of these talks on ad ingredients,

but, as one paragraph does not make a book, so no one element can make a well rounded ad.

It first requires an intuition as to the main chance in advertising. This intuition is not an acquired sense but is closely akin to the newspaper man's "nose for news."

Add to it a knowledge of primary principles, which includes arguments of appeal, knowledge of the prospect, art work and appearance, and the keen appreciation of the value of the single idea, shake them all together and mix into a salad with plenty of common "horse sense" for dressing, and you have an ad that will not only bring real results but will have a place in the general campaign for the education of the people into the greater use of electricity for every possible purpose.



They Do Say

That the

"NEW BUSINESS DAY"
**at the Washington Convention of the of the
National Electric Light Association June 4
to 7 will be a record breaker. You can
attend the Convention and the Jamestown
Exposition in the one trip. Why don't you ?**

Be a Co-Operator

IDEAS FROM EVERYWHERE

The Best Thoughts on Business-Getting Abstracted from the Electrical Press
and Business Magazines.

The following exchanges are being carefully watched for business-getting ideas worthy of reproduction.

Central Station	Brains	Gas Light Journal
Electrocraft	Business Man's Magazine	Journal of Electricity
Electrical Age	Inland Printer	Light
Electrical Review	Judicious Advertising	Progressive Age
Electric Traction Weekly	Profitable Advertising	Public Service
Electrical World	Salesmanship	Street Railway Journal
Western Electrician	System	Signs of the Times

THE ELECTRICAL AGE.

The Electrical Laundry.

In a very interesting and instructive article on "Electricity in the Laundry," a writer in the "Electrical Age" declares this is one of the fertile fields for the central station to develop, and one which has been let alone. The laundry has been considered as lying within the field to which steam alone was suitable, owing to the fact that high pressure steam is required to supply the necessary amount of heat to the mangle rolls and ironers. In cases where high pressure steam is not available, gas is used for heating, but the complete steam installation is the rule. The *Age* presents a complete electric installation, and says that while data as to the cost of electricity as compared to steam operation is hard to obtain, the reduction in operating expenses has been as much as 30 percent in some cases and in others less than five percent. It is shown, however, that in many cases the output has been largely increased and that the likelihood of damage to work by dirt and oil from shafting and belting is entirely eliminated.

While the electric drive and the entire electric operation of a laundry constitutes the ideal method, it is a question if the scheme isn't a bit ambitious for the average

central station to tackle. It would seem that the central station manager might better direct his energies toward securing the installation, first of electric flat-irons, and then of individual machines from time to time. Of course the central station manager should not fail to take advantage of any opening which might appear, and induce a complete installation, but these opportunities are likely to be few. There are, however, scores of small laundries in every city where a flat-iron installation would mean considerable revenue, and it is business that is easily secured if gone after properly.

The article in the *Age* should be in every manager's hands as a guide to the proper figuring of such work.—*Electrical Age*, May.

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JANESVILLE PROGRESS.

By getting up and going after new business, the Janesville Electric Company of Janesville, Wisconsin, a city of 13,000 inhabitants, added to its circuits 125 hp. of motors, 2,372 lamps of various sizes and 150 electric flat-irons. This result was reached not by waiting for new business to walk in, but by going out after it personally and through advertisements. Present customers are not neglected, and a well directed

campaign is kept up to educate them in the more varied uses of electricity.

The company employs two solicitors on salary and a percentage on the first year's receipt of the new business they bring in. These men also read the meters, collect the bills and do general missionary work. The company used the daily newspaper, follow-up letters and a bulletin.

Outside lights, electric sign and show windows are contracted for at a flat rate the year round, to burn from dusk to 11 p.m., when they are turned off by a watchman.

The campaign for sign business, which resulted in 48 signs being placed, was conducted jointly by the local company and the sign makers. The company also increased its power business by installation of trial motors on a monthly rental basis, the rental to apply on the purchase price if the customer decided to keep it. Very few motors thus installed have ever been removed. In addition to the various schemes for new business the company maintains a display room, and give constantly working demonstrations of different applications of electricity.—*Electrical Age, May*.

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ELECTRICAL WORLD.

Signs in Buffalo.

Nothing especially new on sign development is to be found in an illustrated article on "Electric Signs in Buffalo," which appears in this number of the *World*. A number of attractive cuts are used. The writer states that the Buffalo General Electric Company is carrying on an aggressive campaign for sign business. Personal solicitation is the main reliance of the company in getting this business, although the company's bulletin was found to be effective.—*Electrical World, May 4*.

* * * *

After New Business in Cincinnati.

A new business department of 66 men has been created by the Union Gas & Electric Company in Cincinnati with Mr. E. E. Miller in charge. With this big force he is handling both the gas and the electric business of the city. Cincinnati is the largest city in the United States where a new business department has been created all at once along the lines of the one in Denver.

The *World* outlines the manner in which the city is being covered. Four districts have been created, with a division manager in charge of each district. While the work being done is interesting, the creation of such a large new business department would be possible only in very large cities. The article ends with a description of work attempted to get non-peak sign and window lighting—a very important departure—and an outline of the rate in force which will repay study.—*Electrical World, May 4*.

* * * *

Dayton Cleverness.

An effective advertisement of the Dayton Lighting Company is given in this number of the *World* which shows a burglar trying to get into a house where there is an electric porch light. The picture of the house with the electric porch light and the foiled burglar was sent out on the reverse side of a circular. The article states that the Dayton Company increased its number of customers and meters 200 percent in 1906—evidence of the aggressiveness of F. M. Tait, Gen'l Manager of the company.—*Electrical World, May 4*.

* * * *

Ice Making for Central Stations

For the manufacture of 15 tons of ice daily, Mr. Rufus E. Lee of the Lee Electric Light Company of Clarinda, Ia., gives the cost per ton as \$1.58. Mr. Lee's figures are based on an independently operated ice factory. As he estimates the cost of putting up natural ice in this town is \$2.20 per ton, it can be seen that in that locality there is a natural field for artificial ice.

Mr. Lee read a paper on ice making at the recent annual meeting of the Iowa Electrical Association. As given in the *World*, these are the advantages he argues in favor of combining an electric light, heat and power plant with an ice factory:

1. Boilers may be operated nearer their rated capacity for an increased length of time out of each 24 hours.
2. More competent engineers can be employed for both ice and electric plant. Small electrical plant would really not require an additional engineer or fireman.

3. Ice plant can be shut down during the "peak load" period each evening; and the ice factory load comes at the time in the year which is just exactly opposite the winter "peak" period.

4. Saving of water from the condenser, which is usually lost in the sewer, but which is the best water for boiler feed purposes, as it usually has a temperature of 150 degrees Farenheit when it comes from the steam condenser. This is a net saving of 95 degrees over the normal temperature of ordinary water and means a saving in fuel.

5. If a heating plant is also being operated, in the spring and fall the regular condenser used in distilling water may be dispensed with entirely, as a sufficient quantity of condensation can be secured from the return heating mains for the filling of ice cans. The ice factory will furnish the heating plant with additional exhaust steam and that at a time when the heating plant is very much in need of steam and would otherwise require live steam to maintain the pressure in the heating mains.

For seven months the Clarinda factory manufactured 13 tons of ice per day at a cost of \$1.05 per ton, a net saving of 53 cents per ton over the estimate for an independently operated plant. The company found that the only way it could carry on the business successfully was to retail the ice itself.—*Electrical World, May 4.*

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ELECTRICAL REVIEW.

Helping out the Solicitor.

The writer argues that direct-by-mail advertising should be used by the central station to prepare the way for the solicitor with his message. He believes that people should be acquainted with electricity—"enthused" with its desirability before the solicitor is sent out after them for a contract. Persistence, the right kind of letters and advertising folders, and an attractive bulletin are among the things recommended as suitable for the preparation of the prospect before the solicitor tackles him.—*Electrical Review, April 13.*

Waste of Good Money.

The point made in this number of the Review is a good one. As compared to the whole number of readers, the percentage of possible power customers that can be reached in this manner is too small to warrant the expenditure of money for newspaper advertising. As expressed by the writer, the wastefulness of such advertising is as follows:

"You are buying circulation when you are buying newspaper space—remember that. And when you want to reach a few prospective power users there is no occasion to buy several thousand circulation to reach perhaps about 500 power users, for the waste circulation is of no earthly use in furthering the power end of your business."

The writer recommends the use of a live series of advertising letters and folders and the direct solicitation of a power salesman to get this class of business.—*Electrical Review, April 20.*

* * * *

The Free Proposition.

One of the best articles that has yet appeared in the new business department of the *Review* is the one in this number, on the 30-days-free-trial proposition for putting out electrical flat-irons and other appliances. The success which the Burroughs Adding Machine Company has had in putting out its adding machines in this manner is quoted as a good example for the central station man to keep in mind, and we are reminded that the free-trial proposition has again and again secured business for electric companies where other methods have failed.

But the writer, we believe, has fallen into one very grievous error. He bases the reason for the success of the free-trial proposition wholly upon the very common desire to get something for nothing. The simple side-show and patent medicine method of putting "It's Free" somewhere in the advertising of the central station he believes is all that is necessary to interest the public.

As a matter of fact, this is entirely erroneous. The free trial proposition, as employed by the Burroughs Adding Ma-

chine Company and a large number of central stations, does not succeed because people are inveigled by the "free" bait into buying something they do not want. It is simply that the prospective purchaser is given a chance, by the free trial, to find out whether he or she really wants to buy the appliance offered.

A man who never used an adding machine naturally would not feel the need of it so strongly as one who had been using one 30 days and had come through practical trial to see its convenience and labor-saving possibilities. Having always gotten along without an adding machine, the prospect thinks he can continue to do so, especially as he does not know in his own mind whether he really wants one anyway. By the free trial proposition, he is given a chance to try the device before buying it—given a chance to find out whether it will be worth the purchase price to his business.

The situation with the housewife and the flat-iron is the same. If a woman has never used an electric flat-iron she is quite justified in being undecided, even indifferent, as to whether she wants to buy one. By giving her a chance to use it thirty days free she is enabled to find out at no cost to herself.

The lighting company simply says: "Here is this iron. We know that you ought to have it in your home. We know that if you knew its safety, its convenience and its labor-saving qualities you would buy it. Take it and use it for a whole month. If it proves to be as we say, pay us for it. If it does not prove to be as we say—if in every way it does not prove to be something you want to own, we will take it back again without a penny of cost to you."

And as quite often happens, people take appliances on trial in this way who have no idea that they will ever buy.

But in intent and results the free trial proposition as used by the central station is a legitimate, straight forward business offer that appeals to the purchaser not by the catch-word Free, but because it allows him the opportunity to find out whether he needs the appliance or not before he is asked to pay for it.—*The Electrical Review, May 27.*

More About Janesville.

An illustrated article in this number describes the new business campaign being carried on by the Janesville Electric Company of Janesville, Wisconsin. As the Janesville campaign was fully described in the May number of *The Electrical Age*, and is reviewed elsewhere in this department, further comment on it is unnecessary.—*Electrical Review, April 13.*

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PROFITABLE ADVERTISING.

Follow-Up Suggestions

"Good advertising is simply good salesmanship, and in planning a campaign you will naturally follow the method of your best salesman."

Tuesday is the best mail day; Monday and Saturday are both to be avoided.

"It is the letter—the personal 'You and I' letter that cuts the most ice in efficient follow-up."

"Write as you talk. Nourish the 'You and I' idea, and in the very first paragraph of your letter take up your proposition from the other fellow's standpoint. In your first sentence let the 'You' be the leader. After that as many 'T's' as you like, for I am a great believer in the personality of advertising, and believe that the perpendicular pronoun is the most useful letter in the advertiser's alphabet.

"I like to keep my letters short; to make them carry one message at a time and that message so important that it will be bound to be remembered."—*Profitable Advertising, May.*

* * * *

AMERICAN INDUSTRIES.

Strong Power Argument.

As an argument in the hands of the power solicitor, an article by Mr. W. B. Snow of the B. F. Sturtevant Company of Hyde Park, Massachusetts, furnishes material that can be used with profit to interest manufacturers in electrically driven blower fans for shops and factories. The article, which treats of the prevalence of consumption among certain classes of operatives, is an argument for more healthful conditions and offers good ventilation as the most essential remedy.

These figures are given: 4 out of every 100 cigar makers, 10 out of every 100 Fall River mill hands, and 80 out of every 100

Northampton cutlery workers die of consumption. Similar conditions must exist in other industries to a greater or less degree wherever workmen are compelled to breathe air that is filled with dust due to grinding or polishing.

The application of the blower fan, the writer maintains, will eliminate the cause of consumption in many of these industries. This is an argument which should appeal strongly to the manufacturer.—*American Industries, April 15.*

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THE NATIONAL ELECTRICAL CONTRACTOR.

Needs of the Contractor.

In the *National Electrical Contractor* for April, is an article by "One of the Little Ones," which sets forth some of the things which the electrical contractors need. The writer believes that contractors as a class should have better methods of keeping track of their business. Too many of them, in his opinion, are simply taking work and completing it without a clear idea of either cost or profit. A lack of system is fatal to success.

The writer also points out that a majority of his fellows seem to lose sight of the value of advertising. He suggests that the contractors can use the daily papers, street cars and mail enclosures to advantage, and that they should by all means use electric signs—of a kind that will make other people want to use electric signs. Special stress is laid on the fact that contractors need more hustle to get business and the writer points out that the adage "everything comes to him who waits," does not apply to this business.

"The contractor," he says "can well afford to leave the office and detail work to a clerk in order to devote his own time

to getting new work and to seeing that the needs of his customers are satisfied."—*National Electrical Contractor, May.*

THE BUSINESS MAN'S MAGAZINE.

Hints on Accounting.

"Accountancy in the Gas Business" is the title of an article dealing with a book-keeping system for gas companies, by H. L. Millspaugh, which should prove of interest to book-keepers and systematizers in the electric field as well. The ledger, cash book, reading card, street card, and other details are discussed and a number of forms reproduced.—*Business Man's Magazine, May.*

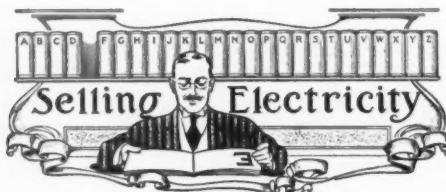
Competition for Book-Keepers.

A series of competitions are being carried on by this magazine, in which prizes of \$20.00 and \$10.00 are offered respectively for the best and second best articles descriptive of good book-keeping and cost systems for various industries. Among the list we find Electric Motor Manufacturing, Electrical Contracting and Incandescent Lamp Manufacturing. It is difficult to understand why the first and last industries are included, but the Electrical Contracting articles should be of much value if contributed by practical book-keepers familiar with the details of this business.—*Business Man's Magazine, May.*

Larkin Installation.

In an article describing the new administration building of the Larkin Company in Buffalo, the lighting installation is described at some length. Nernst lamps in Holophane spheres are employed exclusively and the illuminating effect is highly commended by the writer. It is to be deplored that the Holophane goods were described as "ribbed glass globes" instead of by the name which signifies a purely scientific system of illumination.—*Business Man's Magazine, May.*

Advertising is experimental and so is everything else in business.
If it were not so, all of us would be rich in a week.



An illustrated magazine of business-getting for Electric light central stations and electrical men generally, devoted to advertising, soliciting, selling plans, the display room, and whatever will tend to increase the interest in, and demand for, electric current for light, heat and power.

Published monthly by
THE C. W. LEE COMPANY,
54-56 Clinton St. Newark, N. J.
FRANK B. RAE, JR., *Editor*.
BRAD STEPHENS, *Advertising Manager*.

Subscription price, One Dollar per year.
Single Copies, Ten Cents.

NOTICE.

Advertisements, Changes in Advertisements, and Reading Matter intended for the next month's issue should reach this office not later than the fifteenth of this month.

Application made at the Newark Post Office for entry as Second Class Mail Matter.

VOL. 1. MAY, 1907. NO. 5.

THE New Business Day will be the most interesting feature of the National Convention.

President Williams and Mr. J. Robert Crouse, whom he appointed to assist him in arranging the program for this day, have spared neither time nor trouble in getting together the strongest possible combination of men whose expressions on this all-absorbing topic may be taken as authoritative.

A number of innovations are offered. In the first place, President

Williams will appoint a chairman for the day Mr. W. W. Freeman, Vice President and Gen'l Manager of the Brooklyn Edison Co. under whose guidance the program will be carried out.

Then—happy thought!—the papers will be short. In cases where more than a few minutes is required to present them, an abstract will be offered on the Convention floor and members will be saved the fatigue imposed by courtesy, of sitting through long readings of papers which are always printed and which can be taken home and studied at their leisure and convenience. Those who are called upon to discuss the various papers will be primed in advance, which assures snap and go to the whole proceedings. Altogether the New Business Day will be a hummer—chock full of good, brainy papers, bright discussion and winding up with a stereopticon talk that will make Burton Holmes look like a tyro.

Come!

This is the most practical Convention in the history of the Association. The ideas you get on the New Business Day are money-makers. The men who are pulling \$8.76 per capita out of their towns will be on hand to tell you how they do it. The fellows who are buying up plants from receivers and making them coin money will be there to show you how they work it.

Come!

Don't lay back because it costs a little time and money. You'll not miss the time and the money will be returned to you a thousand fold in good, practical, workable ideas on

SELLING ELECTRICITY ADVERTISERS.

business getting by men who have made good.

Come!

The inspiration of rubbing elbows with the most enthusiastic, hustling, successful men in the industry doesn't come to you in your town. You've got to go to it. This is your chance. Don't let it get by you.

Come!

If you're not a member, join. Join to day. This minute. The cost is insignificant—the benefits not to be measured in sordid dollars. You'll get your money's worth out of the New Business Day alone.

Come!

WE note that two of our contemporaries are at loggerheads as to what is the most potent factor in central station growth. One puts forth the increases in population and in wealth *per capita* as the dominant causes for development; the other tears this contention to shreds and states that the personality at the head of the central station is the real cause.

Wrong again. It is the man on the street—the solicitor.

Nobody knows—least of all the solicitor himself—how much the business getter has to do with a company's well being. No matter what the man at the head of the company may wish, he is helpless unless his representatives are possessed of tact and tenacity.

There are many factors behind the present-day growth of the central station. Increases in wealth and population help; the prevailing desire upon the part of lighting companies to meet the public more than half-way is potent; the personalities at the heads

(Continued on page 40.)

In writing to advertisers, mention "Selling Electricity."

**When You Sell a
BARR IRON
It STAYS Sold**



The reasons why our EUREKA Smoothing Irons always satisfy customers are:

More heat for same watt consumption.
Uniform distribution of heat.
Longer life in heating element.
No heat in handle.
No porcelain to break.
No wearing of the cord. (Patent Cord Protector.)
More simplicity in changing heating element.



**Let us send you this iron at our special price to central station men.
Can be furnished with plug switch on the iron.**

**THE W. J. BARR
ELECTRIC MANUF'G CO.
CLEVELAND, OHIO**

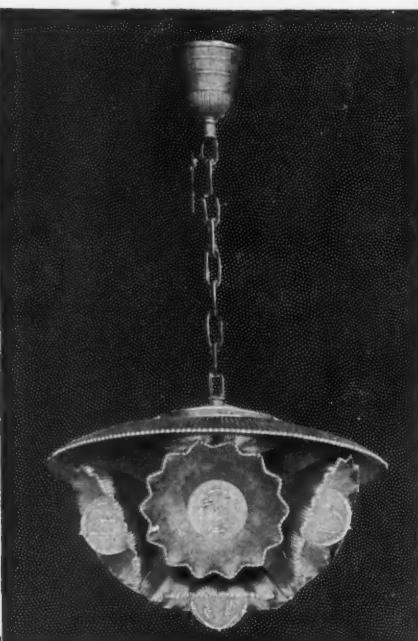
SELLING ELECTRICITY ADVERTISERS.

"The Perfection of Artistic Illumination"

HOLOPHANE ARC

You cannot afford to
be without full particulars
concerning this cluster.

Let us show YOU:



PATENT APPLIED FOR

MADE FOR

GEM-
STANDARD and
TANTALUM LAMPS

WRITE FOR PRICES, DISCOUNTS, ETC., TO

HOLOPHANE COMPANY
SALES DEPARTMENT

227-229 Fulton St. New York

of the companies is stronger than either; but it is the solicitor—the man on the firing line—who is finally responsible.

To the public, he is the Company. Too much care cannot be spent in his selection: too much attention cannot be given to his development. He is the man who brings in the business.



WE HAVE GOT IT

AND

YOU WANT IT

THE **B-H**

Reliable
Time Switch

A proposition to prove our
claims made to the skeptical.

Write—

The BALLOU-HUTCHINS ELECTRIC CO.

38 WEYBOSSET ST.

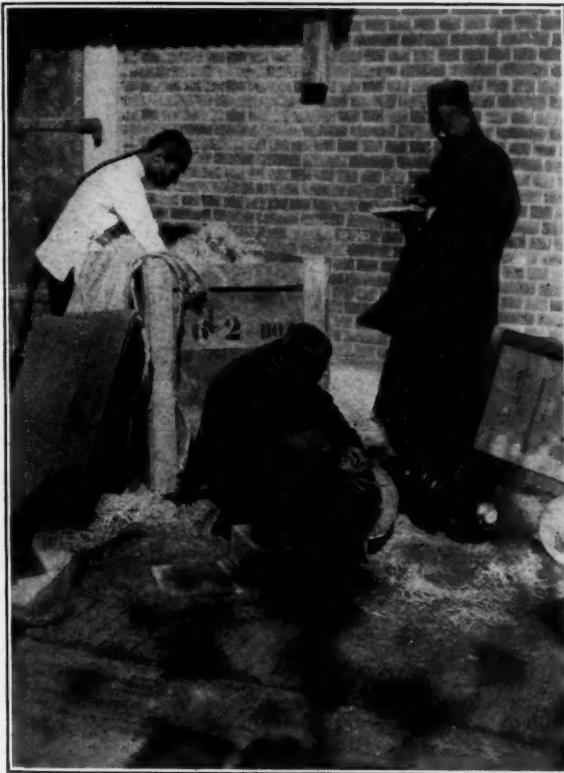
PROVIDENCE. - RHODE ISLAND

In writing to advertisers, mention "Selling Electricity."

SELLING ELECTRICITY ADVERTISERS.

Chinese coolies unpack, put up
and trim

EXCELLO



lamps in
the
Flowery Kingdom.

This shows how
easy it is to
attend to such
lamps

Two or three of our
flaming arcs in front
of your electric light
office or any store in
your city will sell a

dozen more inside of two months. Write today
for catalogue and full particulars about the
Excello---the greatest flaming arc in existence

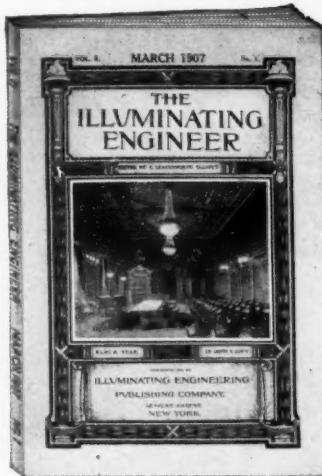
SEEN EVERYWHERE

EXCELLO ARC LAMP COMPANY
GRAMMERCY BLDG., NEW YORK CITY

In writing to advertisers, mention "Selling Electricity."

SELLING ELECTRICITY ADVERTISERS.

Devoted to the
Science and
Art of
Illumination



Published
Every Month
\$1.50 a Year
15c. a Copy

Selling Light

A Solicitor of one of the Largest Lighting Companies in
the West writes :

"Your publication in the past year has been worth many a dollar to me."

A Prominent Electrical Engineer says :—

"I subscribed for **The Illuminating Engineer** some six months ago, and am very much pleased with it. I think in the engineering profession it fills a long felt want. It gives information that we cannot find elsewhere."

The Contract Agent of a large Central Station in the East writes :—

"I want to take this occasion to tell you that I think **The Illuminating Engineer** is both valuable and interesting ; characteristics which do not always go together. My one difficulty is that common to all busy men, namely, that I do not have time to absorb as much of the good matter as I would like to."

The first qualification for a salesman is a full knowledge of his "line." **The Illuminating Engineer** is the only complete source of information on all subjects pertaining to the use of light. Many are using it regularly as a serial text-book for fitting themselves as Illuminating Engineers.

Your request will bring a sample copy,

THE ILLUMINATING ENGINEER

12 West 40th St.

New York

In writing to advertisers, mention "Selling Electricity."

SELLING ELECTRICITY ADVERTISERS.



Electric Flat Irons

From a Scientific or
Mechanical Standpoint, are

Correct



No. 1502-C

The Enamel Method of insulation insures rapid conduction of heat, and absolutely *uniform temperature* over the entire bottom of the iron.

SEND FOR CATALOG "S"
ON ELECTRIC HEATING



SIMPLEX ELECTRIC HEATING CO.

CAMBRIDGE, MASS.

Chicago Office

Monadnock Block



No. 2271

The Ideal Electric Burner

How many of your customers have expensive and handsome parlor lamps that are stored away in the garret, or are used only for ornamental purposes, since electricity came into the home?

This electric fixture solves the question as to what shall be done with the old parlor lamp. It is made to fit regular D or No. 3 collar and takes all the P. & A trimmings.

We furnish it with eight feet of cord, but without connecting plug or light bulb.

Prices on application to the trade only.



Plume & Atwood

279 Broadway

New York

In writing to advertisers, mention "Selling Electricity."

SELLING ELECTRICITY ADVERTISERS.

Almond

Flexo Lamp



Adjustable to any position—"Like a Goose-Neck." Concentrates Light on the work, demonstrating the most important of the advantages of lighting by electricity.

We want central stations to handle them.

T. R. ALMOND MFG. CO.

83 Washington St. Brooklyn, N. Y.

A Dow Adjuster on a Drop-Cord Lamp will give you your light just where you want it

It works like a shade-roller—give it a twitch and it rolls up; give it a pull and it rolls down; no trouble, no twisted cords, no profanity. Adjusts easily and instantly; durable and inexpensive.

Sample free if you use it in your display room and advertise it to your customers.

Marshall Electric Mfg. Co.

Boston, Mass.



ROOF SIGN



WAVING FLAG

For 7 Years We Have Made as a Specialty

Electric

M E T A L
Signs and Letters

Therefore in this line we are the oldest and most experienced firm and far beyond the experimental state.

We have developed the most advanced constructions of today and have successfully carried out our aim, to furnish the best only, that can be made and at the lowest possible price.

We suit all tastes and all requirements and develop for our customers NEW ideas every day.

CORRESPOND WITH

HALLER MACHINE CO., SIGN WORKS

319 S. CLINTON STREET
CHICAGO

SELLING ELECTRICITY ADVERTISERS.

A Little Talk on SALESMANSHIP

THE *art* of selling electricity is not the same as the *art* of selling shoes, but the *science* of salesmanship is the same in both cases.

A man who is selling electric light and heat and electric advertising service is as much a salesman as a man who sells shoes, machinery or anything else. Any man who disposes of goods or service at a profit is a salesman, and the same *principles* are involved in the sale of electricity as in the sale of shoes, machinery or anything else.

To make a sale you must first get *Attention*. You must lengthen this *Attention* into *Interest*, then increase the *Interest* to *Desire*, and crystalize *Desire* into *Resolve* to buy.

Attention, Interest, Desire, Resolve—those are the four steps taken in any and every sale, whether it be for a yard of ribbon or a contract for lighting service.

But no one had ever discovered those four steps until A. F. Sheldon did it.

Mr. Sheldon not only discovered the four essential steps. He has formulated a *Science* of Salesmanship that teaches salesmen *how* to lead a prospective buyer to take those four steps.

The Sheldon Course is practical—that's the great beauty of it in fact. It doesn't theorize or tell merely *what* to do. It tells *how* to do.

On the average we have multiplied the earning capacity of our students by 2—the increased earning power dating from the first fortnight of study. If we have helped 22,000 others, many veteran salesmen of electricity among the number, don't you think we might help *you*? Wouldn't you at least be willing to let us tell you more about it? Then send your name. That costs nothing.

All instruction by correspondence.

The Sheldon School
1794 Republic
Chicago

Here are some of the men selling either electrical service, or supplies, whom we have helped. We refer you to any of them.

S. G. Peticolas, Mgr. Westinghouse Elec. Co., Omaha, Nebr.

Clare N. Stannard, Denver Gas & Elec. Co., Denver, Colo.

W. Heusser, Westinghouse E. & M. Co., Pittsburg, Pa.

Francis Raymond, 1625 Old Colony Bldg., Chicago.

J. P. Casey, Commercial Electric Supply Co., St. Louis, Mo.

Name

Address

Town

State

Occupation

In writing to advertisers, mention "Selling Electricity."

SELLING ELECTRICITY ADVERTISERS.

**N. E. L. A.
Convention Daily**

Watch for it at the big National Electric Light Association Convention in Washington next month.

Published by SELLING ELECTRICITY

**Endorsed by the National Electric
Light Association.**

**Endorsed by the Co-Operative Elec-
trical Development Association**

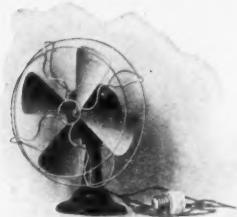
The great event of the year in the electrical world is the annual convention of the National Electric Light Association. All interest centers in Washington the first week in June. Owing to the growing importance of this convention, and the wide interest taken in it, SELLING ELECTRICITY will publish a daily paper at the National Capital on the three important convention days, Wednesday, Thursday and Friday, June 5, 6 and 7.

The editing and publishing of the Convention Daily will be handled by the publicity and advertising staffs of The C. W. Lee Company.

**If You Want All the News of the Convention When It Is
News, Read the Daily Published by SELLING ELECTRICITY**

SELLING ELECTRICITY ADVERTISERS.

Breezes to Breathe



STATIONARY DESK FAN MOTOR

A small, light running, noiseless and inexpensive, solid base desk fan is almost as essential in summer for private residences as a Telephone. Fort Wayne fan motors are portable and light in weight and can be set in any convenient place. They are Quality fan motors, first, last and all the time. They look right, run right and wear right.

An 8-inch Fort Wayne fan motor will run for five hours at a cost of only one cent for current. Summer Comfort could not be more reasonably obtained.

Fort Wayne Electric Works

"WOOD" SYSTEMS

Fort Wayne, Indiana

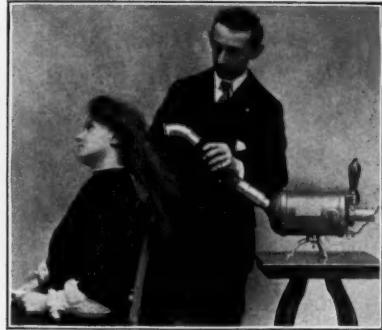
523

KIMBLE-GREGORY VARIABLE SPEED MOTORS

Alternating and Direct Current
FOR PRINTING PRESS DRIVE
No Belts—Friction Drive—No Resistance
Any Number of Impressions per Hour
A Money Maker for the Printer and a Business
Getter for You



Prices Right. Send for Booklet X
WE MAKE FORGED BLOWERS TOO
GUARANTEE ELECTRIC CO. CHICAGO



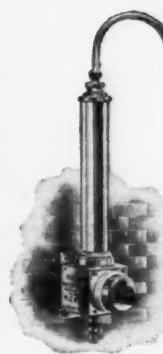
The JOS. FALLEK Electric Hair Drier

Put one in your exhibition room and demonstrate its advantages to barbers, hair dressers and hotels.

As a window display, the Fallek Electric Hair Drier is one of the most effective means of attracting attention to the advantages of your service. Send for literature.

JOSEPH FALLEK
59 West 21st Street NEW YORK

H. C. K. INSTANTANEOUS ELECTRIC WATER HEATER



A thoroughly reliable continuous flow Electric Heater from which water at any temperature from cold to 200° F. can be drawn. Such a compact sanitary and economical device is just the thing for soda fountains, cafes, hotels, clubs, doctors, dentists, hospitals, barber-shops, manicure parlors and the home.

The only successful competitor of the gas heater which it surpasses in every way.

* * *

H. C. K. COMPANY

30 GREENWICH AVE. NEW YORK

In writing to advertisers, mention "Selling Electricity."

AUG 13 1907

- SELLING ELECTRICITY ADVERTISERS.

Best Reflector Lamp in the World

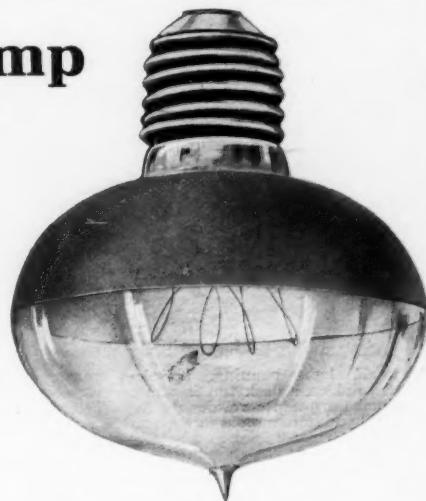
Gives from 9 to 10 times as much downward light on the same amount of current as any other lamp made.

No cumbersome reflectors—no expensive wiring—no special fixtures.

RATING OF LAMP

	DOWNWARD LIGHT	
4 c. p.	clear 25 c. p.	frosted 18 c. p.
8 c. p.	" 35 c. p.	" 27 c. p.
16 c. p.	" 70 c. p.	" 60 c. p.
32 c. p.	" 140 c. p.	" 125 c. p.

The Germania Reflector Lamp will help you get window lighting business. It combines lamp and reflector in one unit. Requires no investment for initial installation other than ordinary wiring and sockets. Write now for sample lamp and prices.



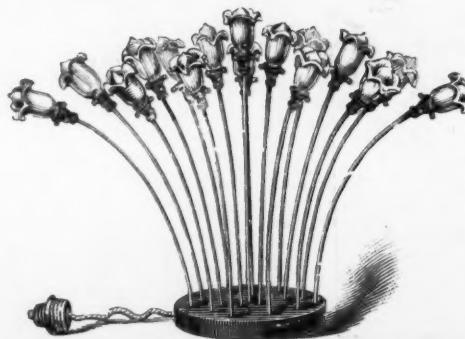
GERMANIA ELECTRIC LAMP COMPANY

(Independent of any lamp trust or combination)

420-422 Ogden Street

Newark, N. J.

SIGNS
&
DEVICES
OF
QUALITY



SEND
FOR
ILLUSTRATED
BULLETINS
NOW

THE TALKING SIGN

ALL, ALL, ABSOLUTELY ALL, IN GOOD ELECTRIC SIGNS

~~~~~WE HAVE~~~~~

IF YOU WANT QUALITY, HAVE OUR NAME ON IT

THE ELECTRIC MOTOR & EQUIPMENT CO.

NEWARK, NEW JERSEY

In writing to advertisers, mention "Selling Electricity."

# 798 Vital Business Secrets

—Yours for  
Six Cents a Day

## How to Sell Goods

- How to ginger up a sales force.
- How to drum business in dull seasons.
- How to route, handle and check salesmen.
- How to train, develop and coach a sales force.
- How to secure and organize salesmen and agents.
- How to meet objections and how to be a good "closer."
- How to work the "big stick" plan of selling goods to retailers.
- How to handle wholesalers and retailers to the best advantage.
- How to judge a good salesman—how to hire and how to be on.
- How to analyze your proposition and pick out its selling points.
- How to make the consumer influence deaden to buy your goods.
- How to get out of the ranks of the "clerks" and become a salesman.
- And hundreds of other vital pointers and plans for clerks, city salesmen, availing salesmen, retailers, wholesalers, manufacturers, mail order houses and advertising men.

## How to Buy at Rock Bottom

- How to trap a lying salesman.
- How to close big transactions.
- How to prevent extravagant purchases.
- How to handle men and make quick decisions.
- How to know to a nicely what stock is on hand.
- How to avoid penny-wise pound-foolish purchases.
- How to play one salesman against another and take advantage of every opportunity to get a lower price.
- How to devise a simple system which will bring to your notice automatically, all data, prices, etc., about a given article.
- How to formulate a complete purchasing and record system for a mail-order house, a factory or a retail, wholesale, or department store.
- And other priceless pointers on purchasing, beyond description, that every business man, employer or employee, ought to have constantly at finger ends.

## How to Collect Money

- How to judge credits.
- How to collect by mail.
- How to handle "touchy" debtors.
- How to be a good collector and how to hire one.
- How to organize a credit and collections department.
- How to weed out dishonest buyers from the sales risks.
- How to get quick, accurate, inside information about a customer's ability to pay.
- How to write smooth, diplomatic letters that bring in the money without giving offense.
- How to organize your own collection agency and force worthless debtors to pay without suing.
- How to devise a simple and effective system of insuring prompt and periodical collections of all our accounts.
- And valuable information obtained in no other way, for credit men, collectors, accountants, and every business man interested in his vital department.

Men have sweat blood and spent fortunes to learn these very business secrets which now you may read at your leisure and master at ease. The crystallized experience of practically the whole world of business is placed now, and for the first time at your instant disposal by the Business Man's Library, described below.

This library is, in reality, a complete correspondence course under the great Master Minds of Business. Six beautiful volumes, 1,263 pages, crammed full of ways of making money. Not theories or mere advice, but actual working business plans, which you can put into operation in your own work tomorrow morning.

Seventy-eight big, broad men—not mere writers, but National Business Men, whose very names inspire respect and admiration and confidence, are the authors of the Business Man's Library. Alexander H. Revelle, founder and president of the great firm bearing his name; Sears, Roebuck & Co.'s Comptroller; John V. Farwell & Co.'s Credit Man; Montgomery Ward & Co.'s Buyer; Sherwin-Williams Co.'s General Manager. These are only a few of the big business men who have contributed to the Business Man's Library.

To the man in the private office, this six-volume, Morocco-bound Library is welcomed as a guide and constant advisor. To the man in charge of other men, either as employer or superintendent, it offers practical, working, business methods, tried and proven, which he might never have the opportunity to find out himself. And to the worker—the man who has hopes above his present position—it shows the short road to better days—better salary—more power—eventual success.

Then add to the help which this Library will bring you, the help which you will get from SYSTEM, which stands pre-eminent, the magazine of business, 260 to 280 pages every month of SYSTEM, and which you cannot afford to miss a single page of it. It makes no difference whether you own your own business or whether you are working for somebody else; whether you sit in a private office and decide things, or whether you stand behind a counter and answer questions—SYSTEM will show you new ways of saving time and cutting out drudgery.

SYSTEM has 300,000 regular readers. It has helped many of them to better salaries, bigger profits, that would have been impossible, undreamed of, without SYSTEM.

Don't waste time and money and effort studying over business problems which other men have solved. Don't be content to plod and blunder along—to spoil opportunities and waste chances through business ignorance—when practical help, such as this superb Business Man's Library, is yours for only six cents a day.

"This library is a short-cut to more salary, and more business, to more knowledge and more power. Worth a decade of experience."

—JOHN FARSON

"I don't care how smart or bright or clever a man is he can learn a great deal from these six books. I will never part with my set."

—TOM MURRAY

"I regard it as of benefit and assistance to any wide-awake business-man, no matter who."

—CHARLES E. HIRES

"I wish the work could be brought before every man who wants to build a real business career."

—ALFRED DOLGE

**EASY OFFER** Picture in your mind six handsome gold topped volumes, the same binding, paper, type that are usually to be found only in costly editions. 1,263 pages that could scarcely be worth more to you than each leaf were a \$10 bill; and twelve months of SYSTEM—more than 3,000 pages of current business experience and help, convertible ready cash—and then think of this offer: Only \$18 spread out thin over nine months—and they are yours at once. Your check or money order for \$2, or a \$2 bill sent today, will start the books to you tomorrow, express and every other charge prepaid, and enter your name as a regular yearly SYSTEM subscriber. \$2 now and \$2 a month until \$18 is paid. Less than you probably spend for daily papers; less, surely, than it costs you for car fare or the evening smoke. Long before this week is out these helpful books, if ordered now, will have a chance to put back in your pocket more than their cost. Is the offer clear? There is nothing to sign. Write on your business letter head or state what business you are in. Simply send \$2.00 and say I accept your offer in SELLING ELECTRICITY. Send to

**SYSTEM, 151-153 Wabash Avenue, Chicago**

## How to Manage a Business

- How to keep track of stock.
- How to train and test employees.
- How to hire and direct employees.
- How to figure and charge estimates.
- How to check deliveries and mistakes.
- How to detect and eliminate needless items of expense.
- How to get the most out of those under and around you.
- How to size up the money making possibilities of new ventures.
- How to get up blanks, forms, records and simple systems for all kinds of businesses.
- How to devise a perpetual inventory system that will tell you every day the value of material on hand.
- How to turn a losing business into a profitable one—how to make a profitable business more profitable. And countless other things, including charts, tabulations, diagrams, plans and forms that every man in an executive position needs in his daily work.

## How to Get Money by Mail

- How to write ads.
- How to begin a letter.
- How to turn inquiries into orders.
- How to get your reader to ACT.
- How to formulate a convincing argument.
- How to write trade winning business letters.
- How to cover territory salesmen can't reach.
- How to key ads., circulars and all mail sales.
- How to prepare an enclosure for a business getting letter.
- How to keep complete information about mail customers at your finger tips.
- How to supplement the efforts of salesmen with live, business getting letters.
- How to answer, file and follow-up inquiries from advertisements and those which come in the regular course of business.

And page upon page of practical working detail—not only for mail order firms, but particularly helpful to those not making a specialty of a mail-order business.

## How to Stop Cost Leaks

- How to detect waste.
  - How to make an inventory.
  - How to figure "overhead" expense.
  - How to systematize an entire factory or store.
  - How to cut out red tape in a simple cost system.
  - How to keep close watch on material and supplies.
  - How to apportion the right number of employees to a specific job.
  - How to decide between piece-work, damages and bonus systems.
  - How to keep tab on the productive value of each machine and employee.
  - How to figure depreciation, burden, indirect expense, up-keep, profit, loss and cost.
  - How to know every day all little details that may turn into leaks and losses of time and money.
- And chapter after chapter of priceless plans for practically every kind of business in which an accurate cost system is essential to money making success.

# A Practical Demonstration of Illuminating Engineering

---

TO Central Station Managers who hesitate to engage the services of an Illuminating Engineer because they are not convinced of the commercial value of such service, the Bureau of Illuminating Engineering offers a practical demonstration at a very low fee.

From sketch plans and data to be furnished by the Central Station, we will lay out and submit by mail, specifications covering one or more lighting installations.

The charge for such service by mail will be merely nominal, it being our purpose to thus give a practical and convincing demonstration of the value of this Bureau as Consulting Illuminating Engineers to Central Stations.

Bureau  
of  
Illuminating Engineering  
437 Fifth Avenue, New York

---

**ARGUMENT:** If the amount of light now wasted were given to Central Station customers in the form of useful illumination, dissatisfaction and the outcry against extortionate rates would cease. It is the purpose of the Illuminating Engineer to eliminate waste. Not to reduce consumption of gas or electricity.